SCOTT MITCHELL

Fourth Edition

Create Your Own Website

8 Easy Projects in full color

Family or Personal Website • eBay Store to Sell Products • Online Storefronts • Websites to Share Images • Blogging Websites • Creating a Profile on MySpace • Social Networking with Facebook • Posting Video on YouTube

SAMS

Create Your Own Website

FOURTH EDITION

SCOTT MITCHELL

SAMS

800 East 96th Street, Indianapolis, Indiana 46240

Create Your Own Website

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About the Author

Create Your Own Website is author **Scott Mitchell**'s eighth book; his others are *Sams Teach Yourself Active Server Pages 3.0 in 21 Days* (Sams); *Designing Active Server Pages* (O'Reilly); *ASP.NET: Tips, Tutorials, and Code* (Sams); *ASP.NET Data Web Controls Kick Start* (Sams); *Teach Yourself ASP.NET in 24 Hours* (Sams); *Teach Yourself ASP.NET 2.0 in 24 Hours* (Sams); and *Teach Yourself ASP.NET 3.5 in 24 Hours* (Sams). Scott is a regular columnist for Microsoft's *MSDN Magazine* and has authored more than 1,000 online articles on his website, **4GuysFromRolla.com**.

Scott's nonwriting accomplishments include speaking at numerous technical user groups and conferences across the country. Scott also teaches web technology classes at the University of California—San Diego University Extension. In addition to teaching and writing, Scott is a software developer. He works as an independent consultant and has authored and sold several commercial software applications.

Scott lives in San Diego, California with his wife, Jisun, and dog, Sam. You can learn more about Scott at **http://www.4GuysFromRolla.com/ScottMitchell** or at his blog, **http://www.ScottOnWriting.net**.

Dedication

Life is a journey best traveled with a constant companion. To my wife, Jisun.

Acknowledgments

Special thanks to the professional and knowledgeable folks at Sams Publishing. This is my seventh book published with Sams, and it has been as rewarding and enjoyable an experience as the six previous titles. Huzzah!

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As the reader of this book, you are our most important critic and commentator. We value your opinion and want to know what we're doing right, what we could do better, what areas you'd like to see us publish in, and any other words of wisdom you're willing to pass our way.

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INTRODUCTION

Welcome to *Create Your Own Website*!

As the popularity of the Internet and the World Wide Web have risen since the beginnings in the early 1990s, virtually all businesses have established an online presence. Many individuals, too, have left their imprints on the web, creating a website for their family or posting pictures of their vacations. If you want to join the millions of people who have created websites but fear you lack the background or expertise for such an endeavor, this book is for you!

In this book you see just how easy creating a website can be. The CD included with this book contains professional website templates and a free web page editor. With the web page editor, you can quickly and easily customize the provided templates into your very own personal websites. Using the web page editor is as simple as using a word processor program. It's just point and click!

Since there are a number of different types of websites on the Internet, this book's CD includes templates for different types of sites. Specifically, the provided templates let you quickly create the following types of sites:

- **Family websites**—With a family website, you can share pictures of you and your family with friends and members of your extended family.
- **Hobby websites**—A hobby website allows you to share your hobbies with others who have similar interests.
- **Community websites**—With a community website, your church, club, bowling team, or other group or association can post information, schedules, pictures, and other pertinent information.
- **Online storefront website**—Sell products online by accepting credit card payments with an online storefront site.

In addition to showing you how to build your own websites from the ground up, this book includes chapters on how to use existing web-based services to quickly create common websites. Specifically, you'll see how to

- **Sell products at eBay Stores**—eBay Stores are a quick and easy way to start selling products online. With eBay Stores, your products are listed on eBay.com, and payment processing is handled for you by eBay. You simply list your products for sale and ship them when purchased!
- **Publish content online with a blog**—A blog is a type of website designed to allow users to quickly and easily publish content online. Blogs are springing up all over the World Wide Web, used by both individuals and businesses alike.
- **Share your digital pictures**—You've just gotten back from your vacation to Tahiti with gobs of digital pictures. How do you easily share these beautiful pictures with your friends and family? Digital picture sharing websites make it easy to upload your pictures and share them with select friends and family.
- **Create a home page on MySpace**—MySpace is one of many "social networking" websites, where visitors can stay in touch with friends, meet their friends' friends, and make new social contacts. In addition to maintaining and growing your network of friends, MySpace makes it easy for you to create your own web pages, post pictures, share music, and host a blog.
- **Share your videos on YouTube**—With today's video cameras, it's easy to upload your home videos to your computer, where you can watch or edit them. Once a video is stored on your computer, you can upload it to YouTube and share it with a worldwide audience.

- **Build your social network with Facebook**—Facebook is another popular “social networking” website, like MySpace. Unlike MySpace, Facebook allows users to join one or more networks which are organized by facets like geographic region, employer, and school. It’s a great site for catching up with old friends from high school or college, as well as an excellent resource for making new friends at your company or in your neighborhood.

Whether you want to build your own, unique website or use a pre-existing web application, you learn everything you need to know to start building your own website today with this book. Get ready to see just how fun and easy it is to create your own website!

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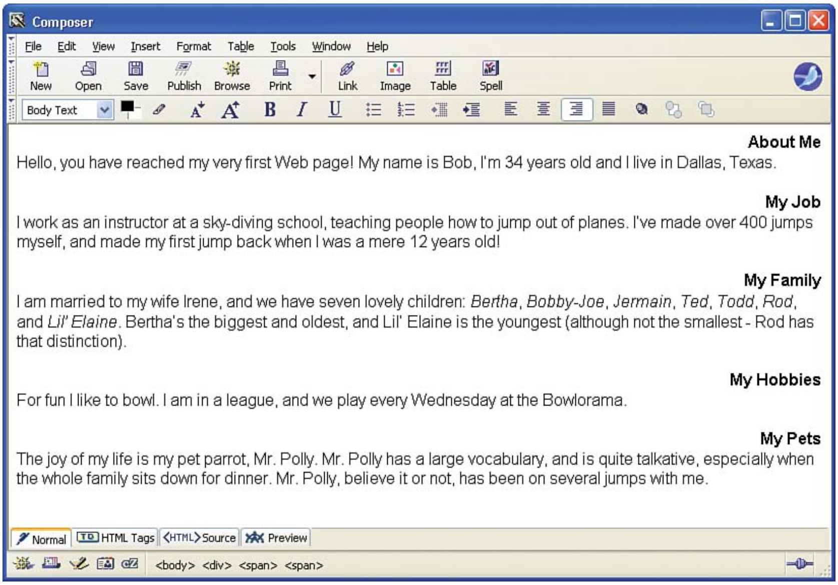
CHAPTER 1

Creating Your First Web Page


Composer
File
Edit
View
Insert
Format
Table
Tools
Window
Help
New
Open
Save
Publish
Browse
Print
Link
Image
Table
Spell
Body Text
B
I
U
Normal
HTML Tags
<HTML> Source
Preview
<body> <div> <span> <span>

About Me

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

My Job

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

My Family

I am married to my wife Irene, and we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*, and *Lil' Elaine*. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

My Hobbies

For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

My Pets

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

Have you ever wanted to create your own website but thought that the task was too daunting? Do you think that only folks with years of computer training and experience have the knowledge necessary for building web pages? These are common misconceptions that many people have. With the right tools and information, creating websites is as easy as pointing and clicking! If you are interested in quickly creating a professional-looking website, then you've picked up the right book.

NOTE

Don't have website building experience? Don't worry! This book's CD contains professional website templates that you can use to build your own website within minutes. You also learn how to use existing website applications to sell products, publish content and videos, and share images online.

This book includes a CD with website templates, along with software for editing the web templates. This chapter looks at the fundamental building blocks of websites and then steps through the installation process of SeaMonkey, the web page creation software included on the CD. The next chapter examines the necessary steps to create a website and shows how to move the web page templates from the CD to your website. Chapters 3 and 4 illustrate how the templates on the book's CD can be customized to create your own website.

In addition to the website templates, Chapters 5 through 10 examine online tools that assist in creating websites. Specifically, you learn how to sell products through a website using eBay Stores and publish content through a blog at Blogger.com. You see how easy it is to share photos and videos with friends and family via Snapfish.com and YouTube. You also learn how to get started with two popular social networking sites: MySpace and Facebook.

While there are literally millions of websites available on the Internet, virtually all fall into one of three categories:

- **Family/Personal Website**—Keep your extended family and friends up to date with the latest happenings of your family.
- **Online Storefront Website**—Sell products and services online! A great revenue stream for home-based businesses.
- **Content Publishing Website**—Publish your content on the World Wide Web. Be it your poetry, your political or philosophical views, or your hilarious home videos, by distributing your content online, you open it up to a potential worldwide audience of millions.

As you'll see, creating websites that fall into any of these three categories is a snap with the provided templates and website tools. To get started, all you need is this book, its CD, and access to a computer with Internet connectivity.

> *"Creating websites is a snap with the provided templates. To get started, all you need is this book, its CD, and access to a computer with Internet connectivity."*

The Components of a Website

In your experiences with the Internet, you've likely visited several different websites. Some of the more popular websites in terms of the number of people who visit the site on a daily basis include Yahoo.com, CNN.com, Google.com, Amazon.com, eBay.com, MSN.com, and others.

To visit a website, you must have an Internet connection. Virtually all computers in places of business have an Internet connection, while millions of home users connect to the Internet through services provided by companies such as AOL, MSN, EarthLink, or local cable or telephone providers.

NOTE

Companies that provide Internet connectivity—such as AOL, MSN, and others—are commonly referred to as *ISPs*, which stands for *Internet service provider*.

Visiting a website from an Internet-connected computer is a cinch. Simply open up a ***web browser*** and type the ***domain name*** of the website into the web browser's Address bar.

NEW TERM

Each website has a unique *domain name*. To view a particular website, a user simply types the domain name of the website she wants to visit in her browser's Address bar. We'll discuss the purpose of domain names in more detail shortly.

Figure 1.1 shows a screenshot of Amazon.com's website when viewed through Internet Explorer.

Notice that Figure 1.1 has the browser's Address bar circled. To visit Amazon.com simply enter the domain name of the site—www.amazon.com—into the browser's Address bar. That's all you have to do.

Before you begin creating your own web pages, it is vital that you know of the basic components inherent to all websites. Specifically, all websites are made up of the following three components:

- **A Web Server**—A web server is an Internet-connected computer whose sole purpose is to provide a location for the web pages of a website and to handle incoming requests for these web pages.
- **A Domain Name**—A website's domain name is a unique identifier for a website, much like your mailing address is a unique identifier for your home. A website's domain name identifies the web server on which the site's web pages are located.
- **Web Pages**—A collection of files that make up the content of a website.

Serving Web Pages with a Web Server

All websites are located on a special type of computer referred to as a ***web server***, which is an Internet-accessible computer that holds the contents of the website.

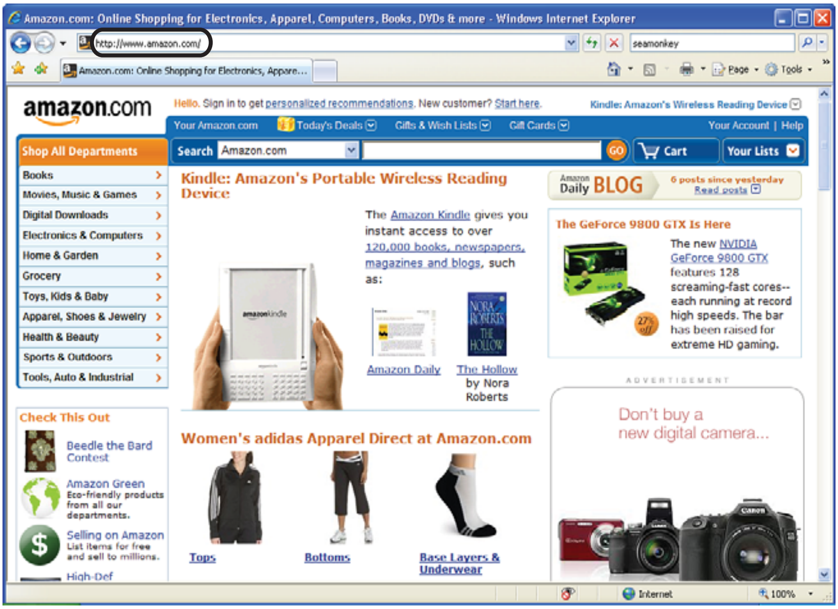
When visiting a website through a web browser, the web browser makes a ***request*** to the web server that hosts that particular website. The web server then returns the requested web page to the browser. Finally, the browser displays the web page, as shown in Figure 1.1.

Figure 1.2 details this interaction from a high-level view.

If the details of this interaction seem a bit hazy, don't worry; you don't need to be concerned about the specifics. For now, just realize that the contents of a website reside on a remote computer that, like your computer, is connected to the Internet. The browser obtains the contents of the website you are visiting by making a request to the site's web server. The web server returns the web pages being requested, which are then displayed in the browser.

Understanding Website Domain Names

Did you know that there are literally *millions* of websites in existence? To visit a particular website from the list of millions, it is vital that all websites be uniquely identified in some manner. The way websites are uniquely identified is by their ***domain name***.


Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more - Windows Internet Explorer
http://www.amazon.com/
seamonkey
Amazon.com: Online Shopping for Electronics, Appare...
Page
Tools
amazon.com
Hello. Sign in to get personalized recommendations. New customer? Start here.
Kindle: Amazon's Wireless Reading Device
Your Amazon.com
Today's Deals
Gifts & Wish Lists
Gift Cards
Your Account | Help
Shop All Departments
Search
Amazon.com
GO
Cart
Your Lists
Books
Movies, Music & Games
Digital Downloads
Electronics & Computers
Home & Garden
Grocery
Toys, Kids & Baby
Apparel, Shoes & Jewelry
Health & Beauty
Sports & Outdoors
Tools, Auto & Industrial
Kindle: Amazon's Portable Wireless Reading Device
Amazon Daily BLOG
6 posts since yesterday
Read posts
The GeForce 9800 GTX Is Here
Amazon Daily
The Hollow
by Nora Roberts
ADVERTISEMENT
Check This Out
Beedle the Bard Contest
Amazon Green
Selling on Amazon
High-Def
Women's adidas Apparel Direct at Amazon.com
Tops
Bottoms
Base Layers & Underwear
Internet
100%

The Amazon Kindle gives you instant access to over 120,000 books, newspapers, magazines and blogs, such as:

The new NVIDIA GeForce 9800 GTX features 128 screaming-fast cores--each running at record high speeds. The bar has been raised for extreme HD gaming.

Eco-friendly products from all our departments.

List items for free and sell to millions.

Don't buy a new digital camera...

FIGURE 1.1

Amazon.com is displayed in the web browser.

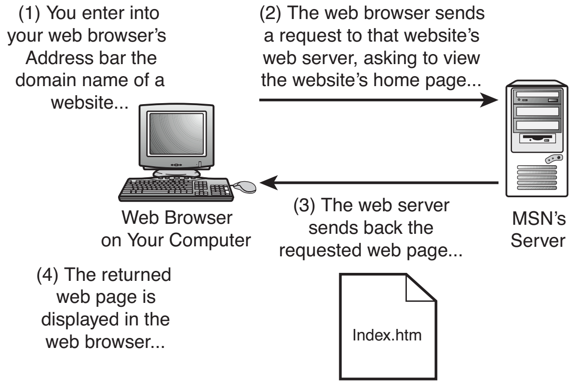

(1) You enter into your web browser's Address bar the domain name of a website...
(2) The web browser sends a request to that website's web server, asking to view the website's home page...
Web Browser on Your Computer
(3) The web server sends back the requested web page...
MSN's Server
(4) The returned web page is displayed in the web browser...
Index.htm

FIGURE 1.2

Visiting a web page involves a request to a web server.

A domain name is, ideally, an easily remembered phrase, like eBay.com, Yahoo.com, or CNN.com. All domain names end with some sort of ***extension***, which is a period followed by two or more letters. Most domain names end with extensions like .com, .net, or .org. Other extensions are available, though.

NOTE

Domain names provide a means to uniquely identify a website.

Web Pages, the Building Blocks of a Website

Web pages are the atomic pieces of a website; each website is a collection of web pages. When visiting a website with a web browser, what you are actually viewing is an individual web page.

On a website, each web page is, in actuality, a separate ***file***. A file is a document that's stored on a computer. For example, if you use Microsoft Word to write a letter to your nephew, you can save the letter. This saved letter is referred to as a file.

You can request a particular web page from a website by typing the web page's URL into a web browser. You don't have to type in a URL to view a web page. As we saw earlier in Figure 1.1, typing in *just* the domain name of a website displays a web page as well. When typing in just the domain name of a website, a specific web page is automatically loaded—this page is referred to as the ***home page***.

Getting Around a Website

A website is composed of a number of web pages. Each web page is uniquely identified by a URL. To visit a particular web page, you can enter the web page's URL in your browser's Address bar. However, as you know from surfing the Web on your own, rarely, if ever, do you take the time to enter a URL directly into the browser's Address bar.

An easier way to visit a particular web page is by first loading a website's home page, and then clicking on ***hyperlinks*** that take you to other pages on the site. Hyperlinks are clickable regions on a web page that, when clicked, whisk you to some other, specified web page.

TIP

Think of a website as a book and a web page as a page in a book. When visiting a website, you can navigate through the various web pages, just like when picking up a book you can flip around to different pages. You navigate through the pages of a book by thumbing through the pages; for a website, you navigate through its web pages by clicking on hyperlinks.

To demonstrate page navigation in a website, take a moment to visit the website of the San Diego Chargers football team at www.chargers.com. As Figure 1.3 shows, this website (like all websites) has a number of hyperlinks. Along the top of the page, there are several hyperlinks to various sections of the site: Schedule, Team, News, Charger Girls, Tickets, and so forth.

Clicking the Schedule hyperlink whisks you to a new URL—http://www.chargers.com/schedule/schedule.htm—which is shown in Figure 1.4. Notice that the Address bar in Figure 1.3 differs from that in Figure 1.4. In Figure 1.3, the Address bar reads http://www.chargers.com, the domain name of the San Diego Chargers website. After clicking on the Schedule hyperlink, we were taken to a different URL. The Address bar has been updated accordingly, illustrating that we are viewing a different web page.

IDEA GALLERY

http://en.wikipedia.org/wiki/Comparison_of_Web_browsers

DOES YOUR WEBSITE LOOK RIGHT IN EVERY BROWSER?

Webmonkey is a particularly good site for tutorials on web building. We found a nice article and chart on what standards different browsers support. You may design and test your website using the browser on your computer. It may look fine to you, but what about all of your visitors and the browsers they're using? If you check out the browser statistics on http://www.thecounter.com/stats/, you'll find that 41% of people are using Microsoft Internet Explorer 7.x, 37% are using Internet Explorer 6.x, and 16% use Firefox. That at least narrows it down for you when you're trying to make sure your site can be viewed properly by most people. If you want to accommodate more people than that, pay attention to the standards on Mozilla, Netscape, Safari, and Opera, too.

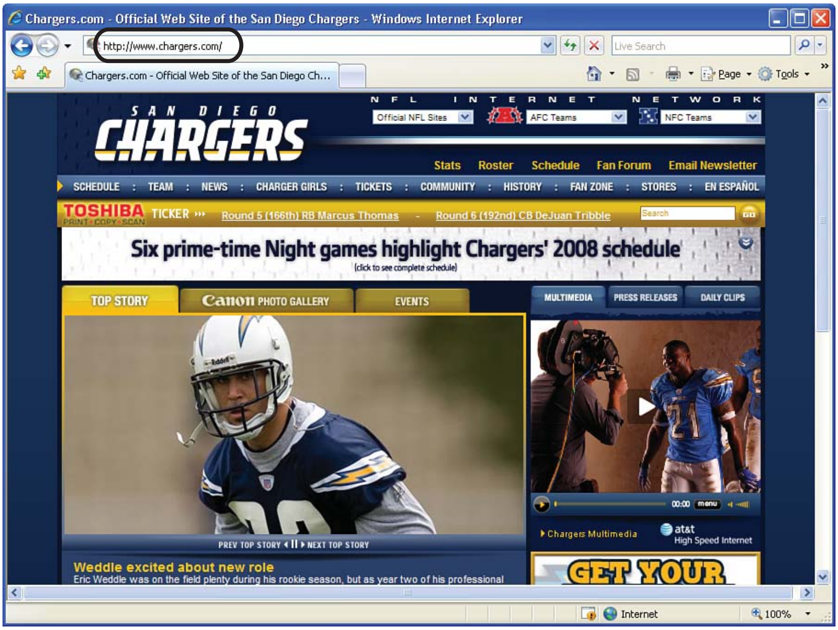
NOTE

If you visit www.chargers.com while reading this book, the screenshots in Figures 1.3 and 1.4 may be different from what you see on your screen. That's because, unlike a book, a website is dynamic, allowing for its contents to be changed easily.

Figure 1.5 shows the interactions that take place between the web browser and the Chargers.com web server when first visiting the Chargers.com home page, and then when clicking on the Schedule hyperlink. (Again, if you do not fully understand this interaction, don't sweat it!)

FIGURE 1.3

Visiting a web page involves a request to a web server.



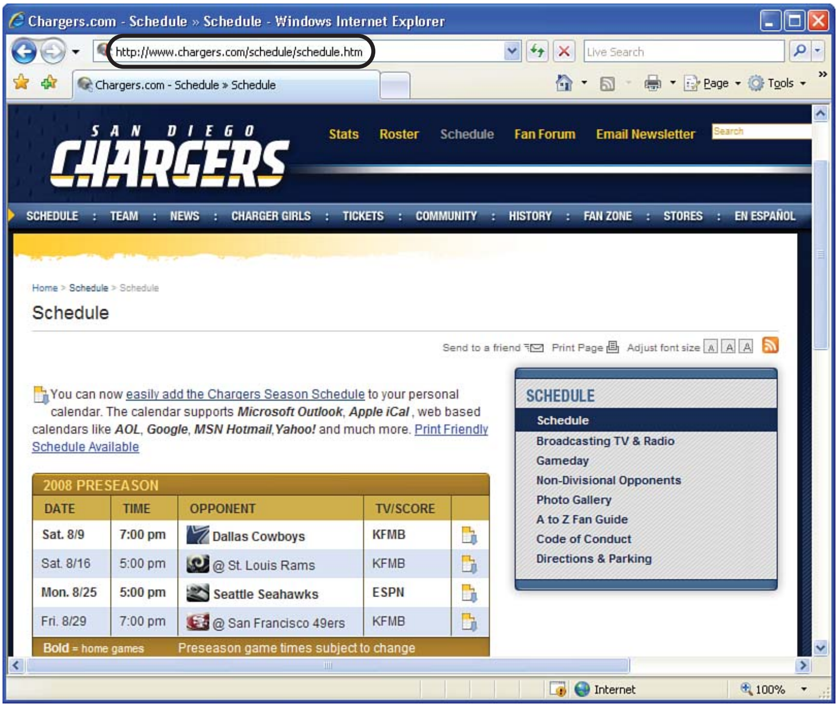
Chargers.com - Official Web Site of the San Diego Chargers - Windows Internet Explorer
http://www.chargers.com/
Live Search
Chargers.com - Official Web Site of the San Diego Ch...
Page
Tools
SAN DIEGO CHARGERS
NFL INTERNET NETWORK
Official NFL Sites
AFC Teams
NFC Teams
Stats
Roster
Schedule
Fan Forum
Email Newsletter
SCHEDULE
TEAM
NEWS
CHARGER GIRLS
TICKETS
COMMUNITY
HISTORY
FAN ZONE
STORES
EN ESPAÑOL
TOSHIBA
PRINT · COPY · SCAN
TICKER
Round 5 (166th) RB Marcus Thomas
Round 6 (192nd) CB DeJuan Tribble
Search
GO
TOP STORY
Canon PHOTO GALLERY
EVENTS
MULTIMEDIA
PRESS RELEASES
DAILY CLIPS
PREV TOP STORY
NEXT TOP STORY
00:00
menu
Chargers Multimedia
at&t
High Speed Internet
GET YOUR
Internet
100%

Six prime-time Night games highlight Chargers' 2008 schedule

(click to see complete schedule)

Weddle excited about new role

Eric Weddle was on the field plenty during his rookie season, but as year two of his professional


Chargers.com - Schedule » Schedule - Windows Internet Explorer
http://www.chargers.com/schedule/schedule.htm
Live Search
Chargers.com - Schedule » Schedule
Page
Tools
SAN DIEGO
CHARGERS
Stats
Roster
Schedule
Fan Forum
Email Newsletter
Search
SCHEDULE
TEAM
NEWS
CHARGER GIRLS
TICKETS
COMMUNITY
HISTORY
FAN ZONE
STORES
EN ESPAÑOL
Send to a friend
Print Page
Adjust font size
A
A
A
SCHEDULE
Schedule
Broadcasting TV & Radio
Gameday
Non-Divisional Opponents
Photo Gallery
A to Z Fan Guide
Code of Conduct
Directions & Parking
Internet
100%

Home > Schedule > Schedule

Schedule

You can now easily add the Chargers Season Schedule to your personal calendar. The calendar supports ***Microsoft Outlook***, ***Apple iCal***, web based calendars like ***AOL***, ***Google***, ***MSN Hotmail***, ***Yahoo!*** and much more. Print Friendly Schedule Available

2008 PRESEASON

DATE	TIME	OPPONENT	TV/SCORE
Sat. 8/9	**7:00 pm**	**Dallas Cowboys**	**KFMB**
Sat. 8/16	5:00 pm	@ St. Louis Rams	KFMB
Mon. 8/25	**5:00 pm**	**Seattle Seahawks**	**ESPN**
Fri. 8/29	7:00 pm	@ San Francisco 49ers	KFMB

Bold = home games Preseason game times subject to change

FIGURE 1.4

The Schedule web page is displayed.

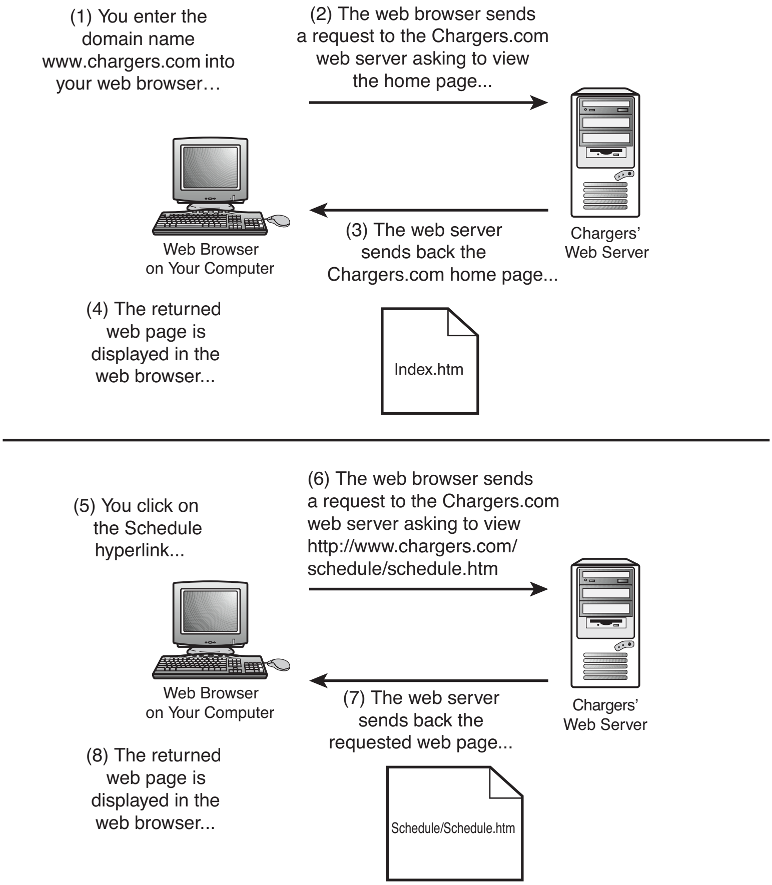
Table 1.1 summarizes the core pieces of a website.

Table 1.1 Key Website Building Blocks

Building Block	Description
Web Server	A web server is an Internet-accessible computer that hosts one or more websites. When viewing a web page, your browser sends a request to the web server for the specified URL.
Website	A website is a collection of related web pages. Websites have a bevy of purposes: They can be used to share pictures, provide information, or even sell products. Each website is uniquely identified with a domain name.
Web Page	A web page can have a mix of text and graphics. A web page is like a single page in a book. Web pages can be linked to one another using hyperlinks, allowing the visitor to quickly jump from one web page to another.

FIGURE 1.5

Each time a new web page is navigated to, the web browser requests the web page from the web server.


(1) You enter the domain name www.chargers.com into your web browser…
(2) The web browser sends a request to the Chargers.com web server asking to view the home page...
Web Browser on Your Computer
(3) The web server sends back the Chargers.com home page...
Chargers' Web Server
(4) The returned web page is displayed in the web browser...
Index.htm
(5) You click on the Schedule hyperlink...
(6) The web browser sends a request to the Chargers.com web server asking to view http://www.chargers.com/schedule/schedule.htm
Web Browser on Your Computer
(7) The web server sends back the requested web page...
Chargers' Web Server
(8) The returned web page is displayed in the web browser...
Schedule/Schedule.htm

Knowing Your Options

There are two ways to leave your imprint on the World Wide Web: Build your own website from the ground up or use existing websites to facilitate the process. If you want a truly personal website with its own domain name that you have complete control over the appearance and content on the site, you want to build your own website from the ground up. This involves installing software on your computer to assist with creating web pages and requires using a web hosting company to host your website.

Alternatively, you can create a less personalized website to share your content and keep in touch with friends and family using any number of web-based services. For example, you can sell products online using eBay Stores or share your vacation photos with friends and family using Snapfish.com.

The benefit of using web-based services is that they simplify the process of setting up and configuring your website, whereas building a website from the ground up requires more effort. However, web-based services allow you less control over the look and feel of your website.

This book shows how to build websites from the ground up as well as how to use various web-based services. In this chapter and the next, you see how to get started with building a website from the ground up. Chapter 3 takes the lessons learned in Chapters 1 and 2 and looks at creating a family/personal website to share your family's latest news and photos with friends and extended family. Chapter 4 shows how to build an online storefront from the ground up.

Chapters 5 through 10 look at using web-based services.

Building Web Pages Using Web Page Authoring Software Tools

Creating web pages is a simple task thanks to specially designed web page authoring software tools. These software tools allow you to visually construct a web page with a few points and clicks of the mouse. There are a number of different software packages out there that are designed to make creating web pages a snap. Table 1.2 lists some of the more popular ones, along with their price and a URL to learn more about the product.

Table 1.2 Popular Web Page Authoring Tools

Name	Cost	For More Information…
Adobe Dreamweaver	$399.00	www.adobe.com/products/dreamweaver
Microsoft Expression	$299.00	www.microsoft.com/expression/
SeaMonkey Composer	Free!	www.seamonkey-project.org/

As you can tell by their prices, Microsoft Expression and Adobe Dreamweaver are targeted toward the professional web developer. They are both world-class products that make building professional-looking websites an absolute breeze. Unfortunately, the price point for both of those products is a bit high for first-time web developers (like yourself).

Fortunately, there is a good, *free* web page authoring tool released by the open-source Mozilla group, called SeaMonkey Composer.

NOTE

Mozilla is a not-for-profit organization established in 1998. In addition to SeaMonkey, the organization created and maintains a free popular web browser called Firefox.

The CD accompanying this book contains the SeaMonkey software, which includes a web browser and a web page authoring tool, among other utilities. To use SeaMonkey to create web pages, you first need to install it on your computer.

NOTE

The CD includes the most recent version of SeaMonkey at the time of this book's writing, version 1.1.9. You may optionally download and install the most recent version of SeaMonkey from the official website—*www.seamonkey-project.org*. If you do, though, realize that there may be some slight discrepancies between what you see on your screen and the screenshots in this book.

Installing SeaMonkey

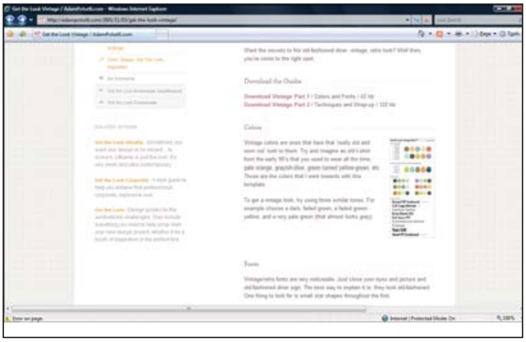
To begin the SeaMonkey installation, insert the CD into your computer. This will launch a program with three options:

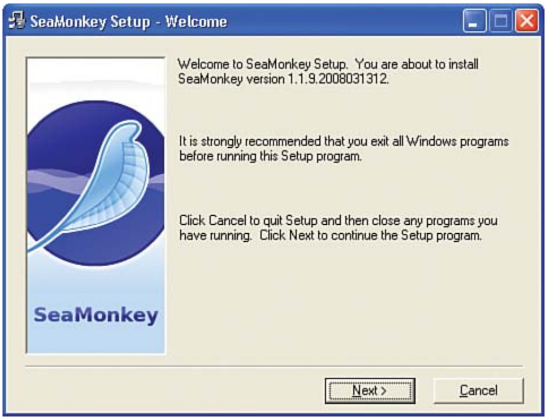
- Browse Templates
- Install SeaMonkey
- Companion Website

Click the Install SeaMonkey option to begin the installation process, which starts by displaying the SeaMonkey Setup—Welcome dialog box (shown in Figure 1.6).

IDEA GALLERY

http://adampolselli.com/2001/11/03/get-the-look-vintage/





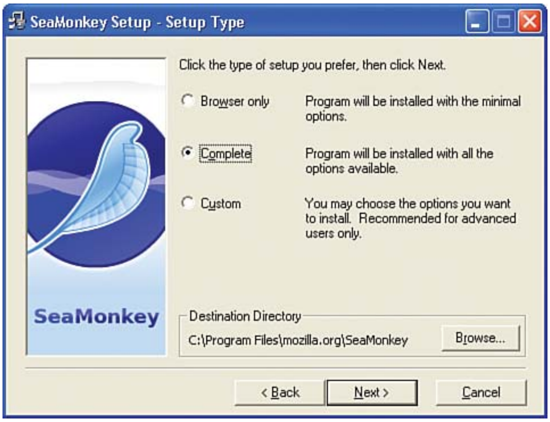
Welcome to SeaMonkey Setup. You are about to install SeaMonkey version 1.1.9.2008031312.

It is strongly recommended that you exit all Windows programs before running this Setup program.

Click Cancel to quit Setup and then close any programs you have running. Click Next to continue the Setup program.

FIGURE 1.6

The SeaMonkey installation welcome message.



Click the type of setup you prefer, then click Next.

○ Browser only — Program will be installed with the minimal options.

● Complete — Program will be installed with all the options available.

○ Custom — You may choose the options you want to install. Recommended for advanced users only.

Destination Directory: C:\Program Files\mozilla.org\SeaMonkey

FIGURE 1.7

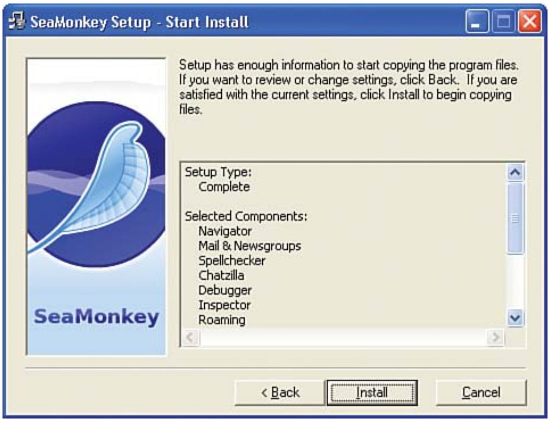
Choose to do a Complete installation.

Click the Next button to begin the installation. The second screen is the Software License Agreement screen, which provides the license for use of SeaMonkey. After you have read and agreed to this license, click the Accept button. Doing so takes you to the third screen, the Setup Type dialog box (shown in Figure 1.7). The Setup Type screen lets you determine what type of setup should be performed. Leave the default choice—Complete—selected, and click Next to continue.

The next screen asks you if you want to use SeaMonkey's Quick Launch option. Quick Launch adds an icon to the Windows taskbar, keeping SeaMonkey running even when you close it. This provides quicker startup times when you launch SeaMonkey. This option is unchecked by default, and I would encourage you to leave it unchecked unless you foresee yourself using SeaMonkey regularly.

When you have decided on the Quick Launch option, click Next to proceed to the final installation screen (shown in Figure 1.8). This final screen provides a summary of the components that will be installed.

When you are ready to begin the actual installation, click the Install button. Over the next several minutes, SeaMonkey will be installed on your computer. After it has completed installation, SeaMonkey's web browser automatically launches and displays a welcome web page. With SeaMonkey installed, we are now ready to start using Composer, the web page editing software we'll be using throughout this book.



Setup has enough information to start copying the program files. If you want to review or change settings, click Back. If you are satisfied with the current settings, click Install to begin copying files.

Setup Type:
Complete

Selected Components:
Navigator
Mail & Newsgroups
Spellchecker
Chatzilla
Debugger
Inspector
Roaming

FIGURE 1.8

The final screen reviews the installation options.

Starting SeaMonkey's Composer

After you install SeaMonkey, you are ready to start using Composer, which is a tool for creating web pages. To use Composer, you must first launch the SeaMonkey browser if it is not running already. To launch the browser, go to the Start menu, choose Programs, go to SeaMonkey, and select SeaMonkey.

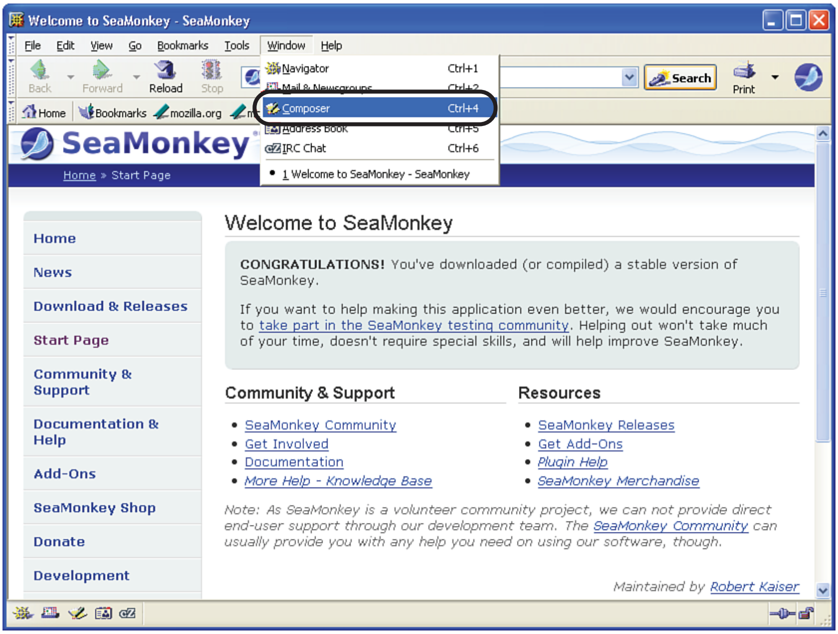
When the SeaMonkey browser starts, you can launch Composer by going to the Window menu in the browser and clicking on the Composer menu item. Alternatively, you can press Ctrl and the 4 key on your keyboard simultaneously. Figure 1.9 shows a screenshot of the SeaMonkey browser and the Window menu.

After you select to launch Composer, the Composer window should appear. Figure 1.10 shows a screenshot of the Composer window.

In the next section, we examine how to use Composer to create a web page.

TIP

By installing SeaMonkey Composer, you are also installing a full-fledged web browser. The SeaMonkey web browser has many features not found in Internet Explorer. I would encourage you to try out the SeaMonkey browser—you might just like it better than Internet Explorer! To learn more about SeaMonkey's features, check out www.seamonkey-project.org/doc/features.


Welcome to SeaMonkey - SeaMonkey
File
Edit
View
Go
Bookmarks
Tools
Window
Help
Back
Forward
Reload
Stop
Search
Print
Home
Bookmarks
mozilla.org
Navigator Ctrl+1
Mail & Newsgroups Ctrl+2
Composer Ctrl+4
Address Book Ctrl+5
IRC Chat Ctrl+6
1 Welcome to SeaMonkey - SeaMonkey
SeaMonkey
Home » Start Page
Home
News
Download & Releases
Start Page
Community & Support
Documentation & Help
Add-Ons
SeaMonkey Shop
Donate
Development

Welcome to SeaMonkey

CONGRATULATIONS! You've downloaded (or compiled) a stable version of SeaMonkey.

If you want to help making this application even better, we would encourage you to take part in the SeaMonkey testing community. Helping out won't take much of your time, doesn't require special skills, and will help improve SeaMonkey.

Community & Support

- SeaMonkey Community
- Get Involved
- Documentation
- *More Help - Knowledge Base*

Resources

- SeaMonkey Releases
- Get Add-Ons
- *Plugin Help*
- *SeaMonkey Merchandise*

Note: As SeaMonkey is a volunteer community project, we can not provide direct end-user support through our development team. The SeaMonkey Community can usually provide you with any help you need on using our software, though.

Maintained by Robert Kaiser

FIGURE 1.9

Launch Composer by selecting Composer from the Window menu.

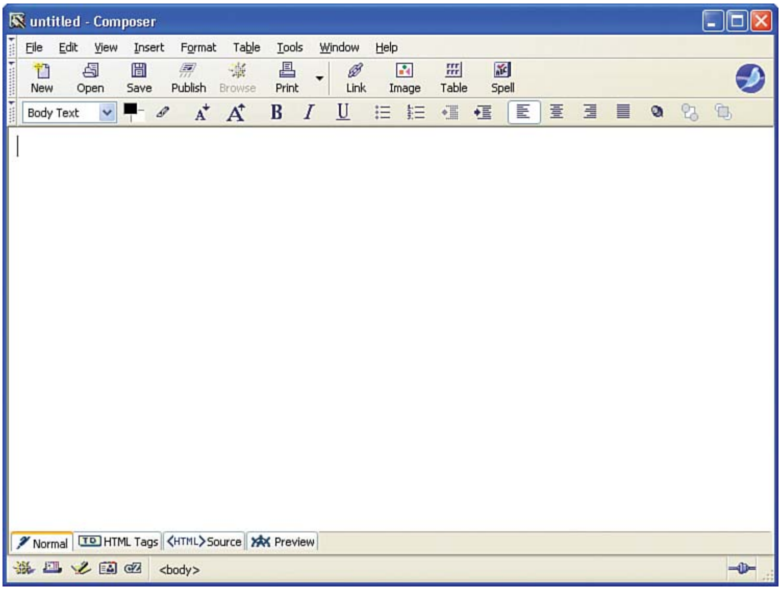

untitled - Composer
File
Edit
View
Insert
Format
Table
Tools
Window
Help
New
Open
Save
Publish
Browse
Print
Link
Image
Table
Spell
Body Text
B
I
U
Normal
HTML Tags
<HTML> Source
Preview
<body>

FIGURE 1.10

The SeaMonkey Composer window.

Creating a Web Page with SeaMonkey Composer

Creating web pages with SeaMonkey Composer is as easy and intuitive as writing a letter using a program such as Microsoft Word. Let's look at using Composer to build a simple web page, one that provides information about some fictitious individual. We start by entering the content that we want to present in the web page; we will come back and make the content appear more eye-pleasing.

> ***"Creating web pages with SeaMonkey Composer is as easy and intuitive as writing a letter using a program such as Microsoft Word."***

To follow along, start Composer, if you haven't already. Recall that this can be accomplished by launching the SeaMonkey browser, going to the Window menu, and choosing the Composer option. (Refer to Figure 1.9 for a screenshot of the Window menu in the SeaMonkey browser.)

Entering content into the web page is as simple as typing it in! The web page we'll be creating is about a fictitious fellow named Bob. In this page, Bob wants to share information about himself, including

- His age
- What he does for a living
- A bit about his wife and kids
- His hobbies
- Information about his pets

Start out by typing in the information Bob wants to share with the world. Feel free to be creative and make up a bevy of interesting facts about Bob to share in this web page. I decided to enter the following for Bob:

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

I am married to my wife Irene, and we have seven lovely children: Bertha, Bobby-Joe, Jermain, Ted, Todd, Rod, and Lil' Elaine. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest—Rod has that distinction).

For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

Figure 1.11 shows Composer after I have entered information about Bob.

Without a doubt, Bob's first web page is a bit of a disappointment. It doesn't look very exciting. Over the next several sections, we'll examine how Composer allows you to spruce up the appearance of a web page. With a few simple steps, you can radically improve the look and feel of a web page.

NOTE

If you make a mistake when working with Composer—be it choosing an incorrect color, an incorrect font, mistyping, or whatever—you can undo your last action by going to the Edit menu and selecting Undo.

Changing the Font

By default, the text you type into Composer is displayed using the web browser's default font. You can choose a specific font quite easily in Composer, though. To demonstrate this, let's have Bob's home page displayed in the Arial font.

Start by highlighting all of the text you've typed in thus far. To highlight the text, you can go to the Edit menu and choose Select All, or, using the mouse, you can click and hold the button within the text and drag the mouse cursor to select a portion of the text. To change the selected text's font, go to the Format menu and choose the Font option. This displays a long list of available fonts, as shown in Figure 1.12. To follow along, choose the Arial font.

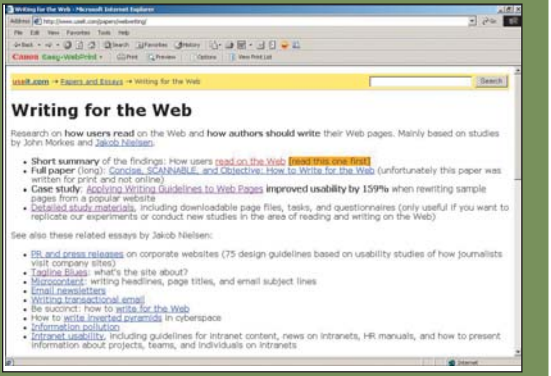
Figure 1.13 shows Composer after the font has been changed to Arial.

NOTE

Most professional web pages are displayed in one of three fonts: Arial, Times New Roman, or Verdana. Figure 1.14 shows the same sentence in these three different fonts.

IDEA GALLERY

http://www.useit.com/papers/webwriting/


Writing for the Web - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Canon Easy-WebPrint Print Preview Options View Print List
Search
Internet

useit.com → Papers and Essays → Writing for the Web

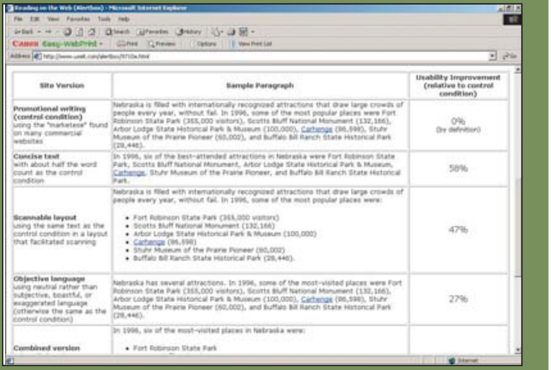
Writing for the Web

Research on **how users read** on the Web and **how authors should write** their Web pages. Mainly based on studies by John Morkes and Jakob Nielsen.

- **Short summary** of the findings: How users read on the Web [read this one first]
- **Full paper** (long): Concise, SCANNABLE, and Objective: How to Write for the Web (unfortunately this paper was written for print and not online)
- **Case study**: Applying Writing Guidelines to Web Pages **improved usability by 159%** when rewriting sample pages from a popular website
- Detailed study materials, including downloadable page files, tasks, and questionnaires (only useful if you want to replicate our experiments or conduct new studies in the area of reading and writing on the Web)

See also these related essays by Jakob Nielsen:

- PR and press releases on corporate websites (75 design guidelines based on usability studies of how journalists visit company sites)
- Tagline Blues: what's the site about?
- Microcontent: writing headlines, page titles, and email subject lines
- Email newsletters
- Writing transactional email
- Be succinct: how to write for the Web
- How to write inverted pyramids in cyberspace
- Information pollution
- Intranet usability, including guidelines for intranet content, news on intranets, HR manuals, and how to present information about projects, teams, and individuals on intranets


Reading on the Web (Alertbox) - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Canon Easy-WebPrint Print Preview Options View Print List
Address
Internet

Site Version	Sample Paragraph	Usability Improvement (relative to control condition)
Promotional writing (control condition) using the "marketese" found on many commercial websites	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	0% (by definition)
Concise text with about half the word count as the control condition	In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.	58%
Scannable layout using the same text as the control condition in a layout that facilitated scanning	Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were: • Fort Robinson State Park (355,000 visitors) • Scotts Bluff National Monument (132,166) • Arbor Lodge State Historical Park & Museum (100,000) • Carhenge (86,598) • Stuhr Museum of the Prairie Pioneer (60,002) • Buffalo Bill Ranch State Historical Park (28,446).	47%
Objective language using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)	Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).	27%
Combined version	In 1996, six of the most-visited places in Nebraska were: • Fort Robinson State Park	

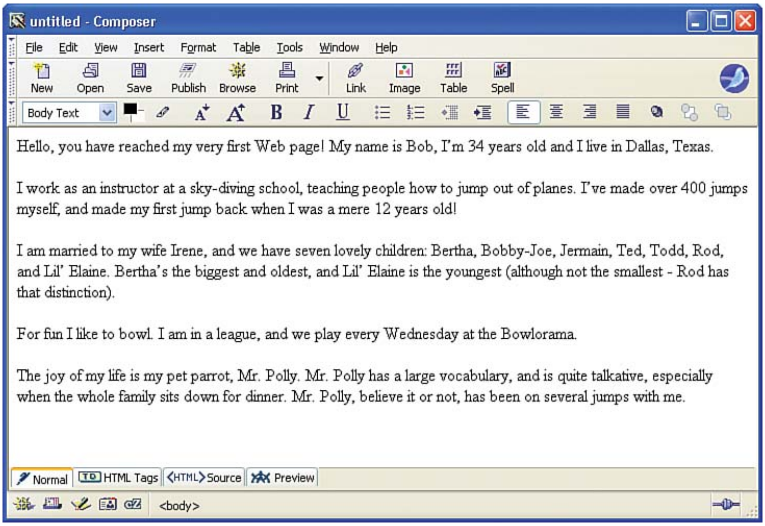
WRITING FOR YOUR SITE

> **"The most valuable of all talents is that of never using two words when one will do."**
> **—Thomas Jefferson**

Writing for the Web by Jakob Nielson is an older website but still offers relevant information about writing styles and effective communications with people. Although not the most attractive page, Jakob leads you to articles and other places to reference style rules, usability studies, and guidelines for writing different kinds of text such as newsletters and press releases, as well as tips on writing headlines, subjects, and page titles that will get people's attention.

FIGURE 1.11

Bob's first web page.


untitled - Composer
File
Edit
View
Insert
Format
Table
Tools
Window
Help
New
Open
Save
Publish
Browse
Print
Link
Image
Table
Spell
Body Text
Normal
HTML Tags
<HTML> Source
Preview
<body>

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

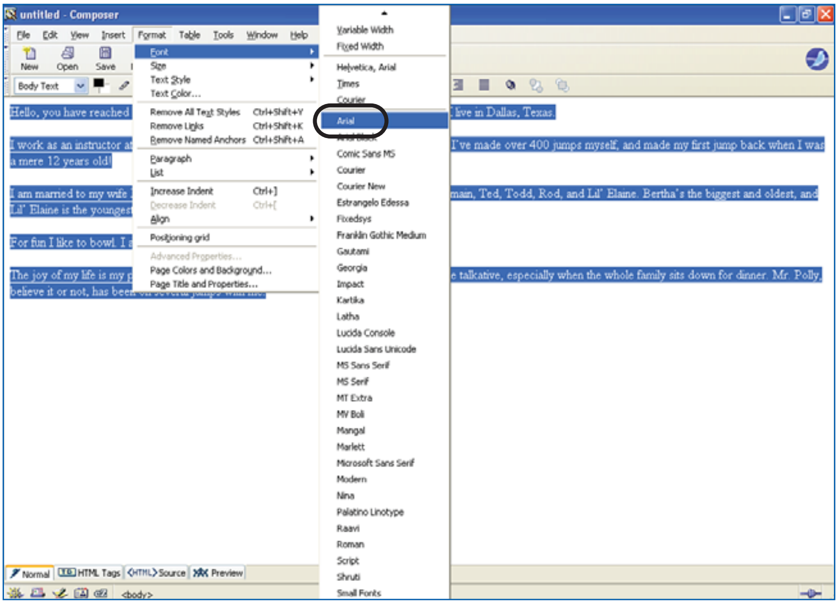
I am married to my wife Irene, and we have seven lovely children: Bertha, Bobby-Joe, Jermain, Ted, Todd, Rod, and Lil' Elaine. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

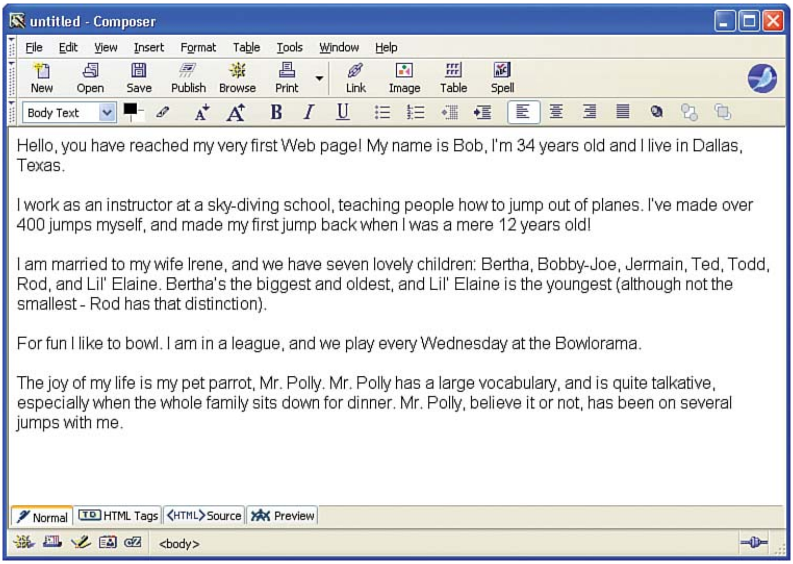
For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

FIGURE 1.12

The Format menu's Font option lists the available fonts.


untitled - Composer
File
Edit
View
Insert
Format
Table
Tools
Window
Help
New
Open
Save
Body Text
Font
Size
Text Style
Text Color...
Remove All Text Styles Ctrl+Shift+Y
Remove Links Ctrl+Shift+K
Remove Named Anchors Ctrl+Shift+A
Paragraph
List
Increase Indent Ctrl+]
Decrease Indent Ctrl+[
Align
Positioning grid
Advanced Properties...
Page Colors and Background...
Page Title and Properties...
Variable Width
Fixed Width
Helvetica, Arial
Times
Courier
Arial
Arial Black
Comic Sans MS
Courier
Courier New
Estrangelo Edessa
Fixedsys
Franklin Gothic Medium
Gautami
Georgia
Impact
Kartika
Latha
Lucida Console
Lucida Sans Unicode
MS Sans Serif
MS Serif
MT Extra
MV Boli
Mangal
Marlett
Microsoft Sans Serif
Modern
Nina
Palatino Linotype
Raavi
Roman
Script
Shruti
Small Fonts
Hello, you have reached
I live in Dallas, Texas.
I work as an instructor at
I've made over 400 jumps myself, and made my first jump back when I was
a mere 12 years old!
I am married to my wife
main, Ted, Todd, Rod, and Lil' Elaine. Bertha's the biggest and oldest, and
Lil' Elaine is the youngest
For fun I like to bowl. I a
The joy of my life is my p
e talkative, especially when the whole family sits down for dinner. Mr. Polly,
believe it or not, has been
Normal
HTML Tags
<HTML> Source
Preview
<body>


untitled - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
Normal HTML Tags Source Preview
<body>

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

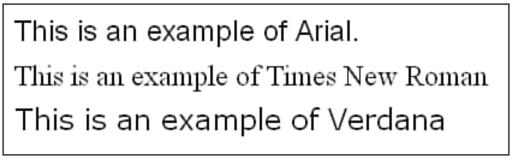
I am married to my wife Irene, and we have seven lovely children: Bertha, Bobby-Joe, Jermain, Ted, Todd, Rod, and Lil' Elaine. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

FIGURE 1.13

The text in Bob's web page is displayed in the Times New Roman font.



This is an example of Arial.

This is an example of Times New Roman

This is an example of Verdana

FIGURE 1.14

Arial, Times New Roman, and Verdana are the three most popular fonts.

TIP

To change the text for a portion of the document, use the mouse to select just the text whose font you want to change. Then go to the Format menu's Font option and select the font you want to change the selected text to.

Making Text Bold, Italic, and Underlined

You can make text bold, italic, and underlined using the toolbar icons shown circled in Figure 1.15. To apply such formatting to a given piece of text, highlight the text and then click the appropriate icons.

For example, let's have Bob's children's names italicized. To accomplish this, use the mouse to select Bob's children's names. When this text is selected, simply click the Italic icon (the *I* in the toolbar), and the text becomes italicized.

Also, let's add a brief title before each paragraph, where each title is made bold. Figure 1.16 shows Composer after the boldfaced paragraph titles have been added and the children's names italicized.

TIP

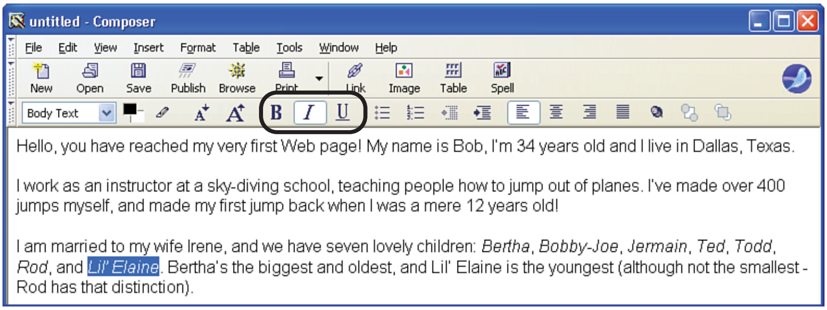
You are not limited to making text only bold or italicized or underlined. You can make text both bold and italic, or both italic and underlined, or any other combination of the three.

Changing the Colors

Composer allows you to easily specify the foreground color for text, and the background color for a web page. To set the foreground color, simply select the text whose color you want to change, and then go to the Format menu and choose the Text Color menu option. Choosing this option displays the Text Color dialog box, which is shown in Figure 1.17.

FIGURE 1.15

These toolbar icons allow you to make text bold, italic, and underlined.


untitled - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
B I U

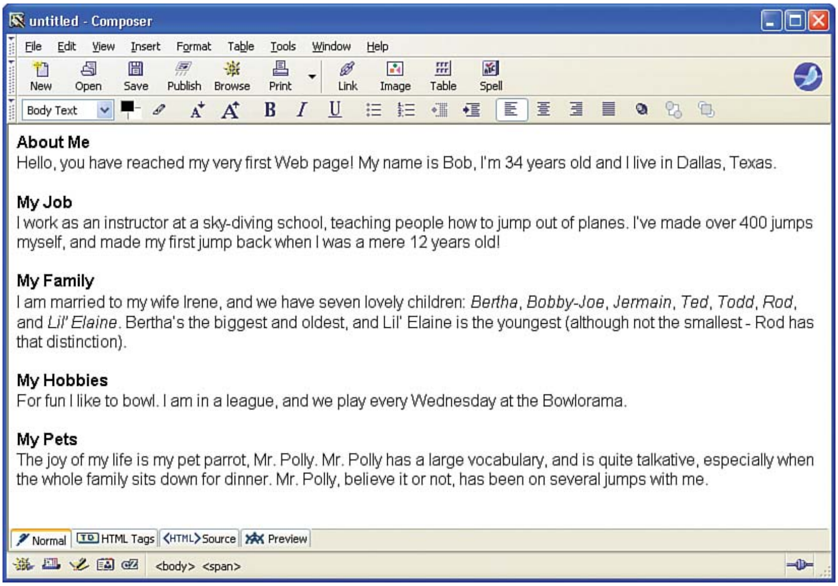
Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

I am married to my wife Irene, and we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*, and *Lil' Elaine*. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

FIGURE 1.16

Some bold and italic formatting has been applied.


untitled - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
B I U
Normal
HTML Tags
<HTML> Source
Preview
<body> <span>

About Me
Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

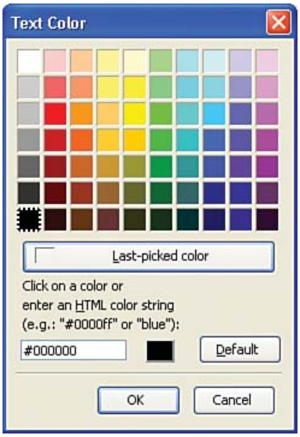
My Job
I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

My Family
I am married to my wife Irene, and we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*, and *Lil' Elaine*. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

My Hobbies
For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

My Pets
The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

This dialog box allows you to choose a color from a palette of colors. After you select a color and click the OK button, the dialog box closes and the selected text's foreground color changes to the specified color. Take a moment to alter the foreground color of some text in Bob's web page.

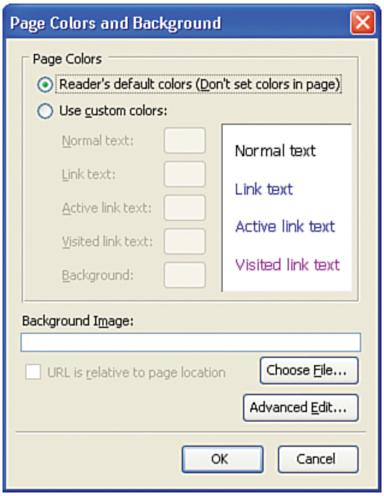

Text Color
Last-picked color
Default
OK
Cancel

Click on a color or enter an HTML color string (e.g.: "#0000ff" or "blue"): #000000

FIGURE 1.17

The Text Color dialog box allows you to select the text's color.

The web page's background color can be changed by going to the Format menu and choosing the Page Colors and Background option. This displays the Page Colors and Background dialog box (shown in Figure 1.18). To change the page's background color, select the Use Custom Colors radio button and then click on the Background button. This displays the Text Color dialog box shown in Figure 1.17. After choosing a color and clicking OK in both dialog boxes, you are returned to Composer, and the background color changes to the specified color.


Page Colors and Background
Page Colors
Normal text:
Link text:
Active link text:
Visited link text:
Background:
Normal text
Link text
Active link text
Visited link text
Background Image:
URL is relative to page location
Choose File...
Advanced Edit...
OK
Cancel

● Reader's default colors (Don't set colors in page)
○ Use custom colors:
☐ URL is relative to page location

FIGURE 1.18

This dialog box allows you to change the background color of the web page.

TIP

When specifying colors, be sure that the background and foreground colors contrast so that the text is readable. If you choose a dark text color on a dark background or a light text color on a light background, visitors to your web page won't be able to read the text!

Some examples of bad color choices include yellow text on a white background and blue text on a black background.

Positioning Text

Like with a word processor, Composer allows you to position text in one of four ways:

- Left-aligned
- Center-aligned
- Right-aligned
- Justified

To specify the positioning, simply select the text you wish to position and then choose the appropriate positioning icon from the toolbar. Figure 1.19 shows the text-alignment toolbar icons circled.

To practice text positioning, take a moment to right-align the paragraph titles (About Me, My Job, and so on). To right-align the About Me title, select the text and then click the right-align toolbar icon. Repeat this process for all paragraph titles on the page.

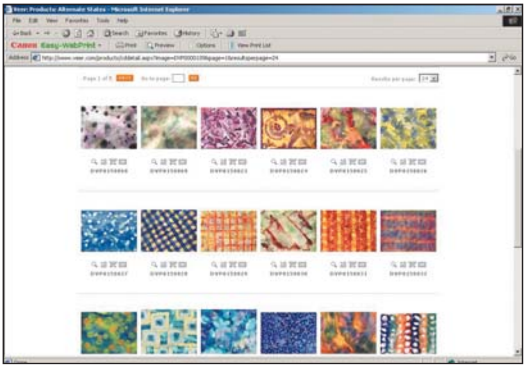
After the right-aligning has been performed, your screen should look similar to Figure 1.19.

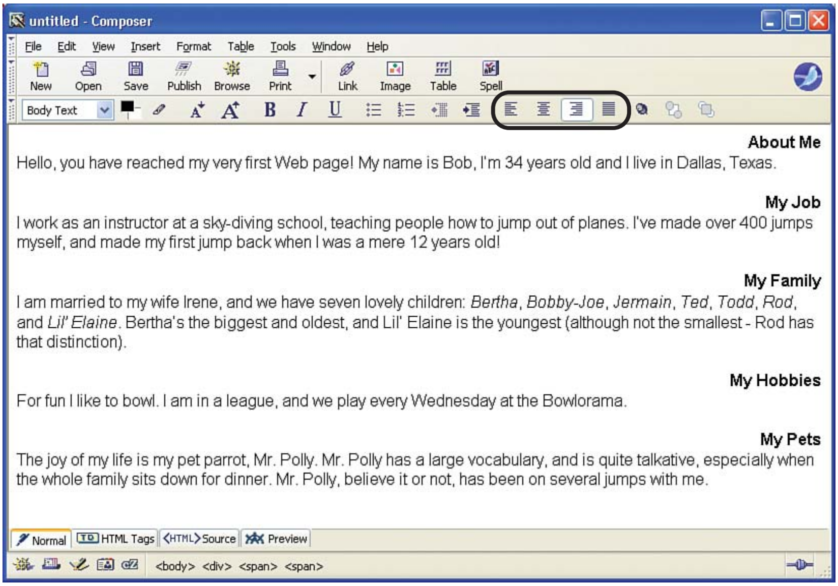
Saving the Web Page

There are many more formatting options in Composer, and we examine these in detail when we start building full-blown websites. The goal of the past few sections was to introduce you to some of the more basic formatting options Composer provides and to hammer home the concept that formatting in Composer is synonymous to formatting text in a word processor.

http://www.veer.com/

Digital Vision Photography
Free Holga Camera





About Me

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

My Job

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

My Family

I am married to my wife Irene, and we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*, and *Lil' Elaine*. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

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For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

My Pets

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

FIGURE 1.19

These toolbar icons allow for positioning of text.

> ***"There are many formatting options in Composer, and we examine these in detail when we start building full-blown websites."***

Now that you have completed Bob's first web page, save it. To save the web page, go to the File menu and choose the Save option. This displays a dialog box prompting you for the ***title*** for this web page.

NEW TERM

The page's title is displayed in the web browser's title bar when the page is visited.

Choose a title, such as "Bob's First Web Page," and click OK. Next, you are prompted for where to save the file. You can save it anywhere on your computer you'd like, such as in the My Documents folder, on the desktop, or in a custom folder.

When saving the web page to your computer, be sure to remove any spaces from the filename. While your computer can certainly store files whose names contain spaces, URLs cannot. Consequently, it's good practice to omit spaces from the filenames of your web pages.

At this point, the web page is saved only on your computer. There is no way that your grandmother in Toledo could visit this web page through her web browser. To make this web page accessible to anyone with an Internet connection, we need to create a website and then copy this file to the web server that hosts our website. This involves a number of steps, which are examined in detail in the next chapter.

TIP

After you save a web page, you can open it for further editing by starting Composer, going to the File menu, and choosing the Open option.

Summary

With the completion of this chapter, you've taken your first step in your journey to create websites. This chapter was a big first step, covering many important facets of websites, web pages, and web page authoring tools.

This chapter began by looking at the three things all websites have:

- A web server to return the requested web pages to the requesting web browsers
- A domain name to uniquely identify the website
- Web pages, which make up the building blocks of a website

A web server is a computer where a website's web pages reside. It is this web server that is queried when a user visits the website through a web browser. The domain name is a unique identifier for a website. To visit the home page for a particular website, simply enter the domain name in your web browser's Address bar. Finally, a website is composed of one to many web pages. Each web page is, in actuality, a file residing on the web server. Web pages contain HTML markup that specifies how their content should be displayed in a web browser.

In this chapter you also saw how to use SeaMonkey Composer to create a simple web page. Composer enables you to create and edit web pages just like you would work with documents in any word processor program. Before you can start using Composer, though, you need to install the SeaMonkey software located on this book's accompanying CD.

In the next chapter, "Creating a Website," we'll take a deeper look at the communication interactions involved between a web browser and a web server. We'll also look at how to get started creating a website, which involves finding a web host provider and registering a domain name. Finally, we'll see how to upload web pages from your computer onto your public website's web server. You find all this and more in the next chapter

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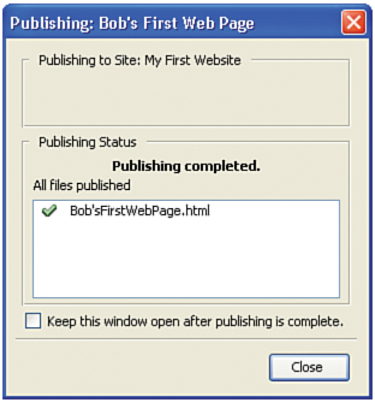
CHAPTER 2

Creating a Website


Publishing: Bob's First Web Page
Publishing to Site: My First Website
Publishing Status

Publishing completed.

All files published

✓ Bob'sFirstWebPage.html

☐ Keep this window open after publishing is complete.

Close

In the previous chapter, you examined how to use Composer to create your first web page. After creating the web page, you saved the web page to a folder on your computer. While storing the web page on your computer allows you to easily update the web page at some time in the future, it does not permit others to view your web page via a web browser. That is, when the web page is stored just on your computer, you are the only person who can view it.

To share a web page with the world, you need to create a website.

A ***website*** is a computer with a permanent connection to the Internet whose web pages are accessible to anyone with an Internet connection. Creating a website involves three steps:

1. Contact a ***web host provider*** and obtain a public website.
2. Register a ***domain name***, such as www.MyFirstWebSite.com, and have the domain name registered with the website.
3. Upload your web pages to the public website.

After you accomplish these three steps, your web pages can be viewed by anyone connected to the Internet! As discussed in the previous chapter, people will be able to visit your website by simply opening a web browser and typing your website's domain name into the Address bar.

> *"To share a web page with the world, you need to create a website."*

In this chapter, you learn how to accomplish each of these three steps. If you follow along, by the end of this chapter you will have a publicly availa,ble website that you can share with your friends, family, and customers!

Finding a Web Host Provider

The first step in creating a public website is finding a ***web host provider***. A web host provider is a company that offers a computer that is connected to the Internet 24 hours a day, seven days a week. This computer functions as a web server—that is, it does nothing but wait for incoming requests from remote web browsers. Upon receiving a request, it returns the requested web page.

There are multitudes of web host providers, from small one-man companies to Fortune 100 companies publicly traded on the stock market. Costs, too, run the gamut, all the way from free to several thousand dollars per month.

Given the sheer number of web host providers, finding a web host provider is not challenging in the least. Simply go to any search engine and type "web hosting company" into the search box. Such a search at Google.com provides an estimated 6.2 million matching results!

Another approach is to use one of the many websites that serve as a "white pages" of web hosting companies. Sites such as TopHosts (www.tophosts.com), HostIndex (www.hostindex.com), and HostSearch (www.hostsearch.com) provide a searchable index of thousands of web hosting companies around the world.

If you want to save the hassle of searching for a web host provider through a search engine or a host index-type site, consider asking your Internet service provider (ISP) if it offers web hosting.

NOTE

Your ISP is the company that provides your computer with Internet access. If you have a broadband connection to the Internet, either through DSL or a cable modem, chances are your ISP is your cable company or phone company. If you use a dial-up connection, your ISP may be your phone company or one of the popular ISPs, such as AOL, EarthLink, or MSN.

TIP

Many ISPs include a web hosting account in the monthly price paid for Internet service. Check with your ISP to see if you're already paying for a web hosting account.

Important Web Hosting Metrics

When researching web hosting companies, you find that they all toss around various technical-sounding facts, like, "We offer 10GB of disk space and a monthly transfer limit of 300GB!" To help make sense of this technical and marketing mumbo-jumbo, let's take a moment to examine some of the common technical benchmarks used.

Disk Space

Often web hosting companies limit you to storing only a certain amount of data on their web server. This number can range from web host to web host, but typically a web host allows you to store anywhere from 1 to 100 gigabytes (GB) on the web server.

The amount of web space you need depends on what you plan on storing on your website. If you plan on just having web pages and some pictures, 1GB should be more than enough. Realize that each picture taken from a digital camera can consume anywhere from 50 kilobytes (KB) to 2,500KB, depending on the quality and settings of the camera. (1,000 kilobytes are, approximately, one megabyte (MB). A gigabyte (GB) is approximately 1,000MBs. Therefore, a GB is roughly 1,000,000KB!)

So, assuming your digital camera takes pictures that are 1,000KB, the upper bound, you could store one thousand pictures per gigabyte. If you wanted to share, say, 250 pictures, then you'd need 250MB, or 0.25GB. As you can see, a 1GB account is sufficient for most peoples' websites, but if you anticipate posting large amounts of pictures or other files that are exceptionally large in size, you want to choose a web host that provides your anticipated disk space needs.

TIP

If you plan on sharing a large number of pictures, consider using a free image sharing service like Snapfish. With these image sharing sites, you can upload your digital pictures and invite friends and family to view the images and, optionally, order prints. Chapter 7, "Sharing Images Online with Snapfish," provides a detailed look at posting your pictures online with SnapFish.

DO YOU NEED A WEB HOSTING PROVIDER?

If you plan to create your own website using the templates in this book's accompanying CD, you need to use a web hosting provider to have your website accessible on the Internet. If, however, you plan on building your site using one of the web applications discussed in Chapters 5 through 10, your site and its content will be hosted on the web servers of the company whose services you utilize.

For example, in Chapter 5, "Selling Products with an eBay Store," you learn how to sell inventory through eBay Stores. eBay Stores is a web application provided by eBay that makes it easy to list products for sale and collect payment from interested buyers for a small percentage of the sale. With an eBay Store, the web pages that comprise your website are automatically created by eBay and hosted on eBay.com's web servers. In this case you don't need to worry about finding a web hosting provider because eBay acts as the hosting provider.

Monthly Transfer Limit

Every time someone visits a web page from a website, the website must transfer the contents of the web pages, and any pictures on the web page, to the requesting web browser. The more data transferred from a web server, the more cost is incurred by the web host provider. Therefore, to keep costs down, many web host providers specify some sort of monthly transfer cap for a website.

> *"For small personal sites, a 1GB monthly transfer limit is typically more than enough."*

NOTE

The monthly transfer limit is sometimes referred to as the *monthly bandwidth*.

Typical monthly transfer limits are in the range of 1 gigabyte (GB) to 500GB. Some web hosts use the monthly transfer limit as a ***hard limit***. That is, if the monthly bandwidth exceeds the limit, the website is shut down for the remainder of the month. Other web hosts use the limit as a ***soft limit***, meaning that after the monthly limit is exceeded, a specified cost per exceeded GB is tacked on to the monthly web hosting service fees. And other websites don't impose a monthly transfer limit at all.

For small personal sites, a 1GB monthly transfer limit is typically more than enough. To put things in perspective, assume that each visitor to your website ends up viewing on average 2MB worth of pictures and other content. Now, assume that you have 250 visitors per month; that knocks the monthly bandwidth up to 500 MB, or 0.5GB.

Of course if you expect a deluge of visitors, a 1GB monthly transfer limit might not be sufficient. If you think your site will be heavily trafficked, or you plan on hosting content that is large in file size (such as home videos, MP3s of songs you've written, or other large files), you might want to choose a web hosting company that does not impose a monthly bandwidth limit.

FTP Support

At some point you need to move the web pages you create with Composer from your local machine to the web host company's web server. A common means for transferring files from one computer to another over the Internet is *FTP*. FTP stands for ***File Transfer Protocol*** and is the de facto protocol for transferring files between remote computers. Composer uses the FTP protocol to upload files from your local computer to the host's web server. Therefore, it is vital that the web hosting company you choose to go with supports FTP access.

> ***"…A number of free web hosting companies, such as GeoCities (http://geocities.yahoo.com), offer a free website but require that you pay a nominal monthly fee for FTP access."***

Virtually all web host companies provide FTP access. The thing to watch out for, though, is that a number of free web hosting companies, such as GeoCities (**http://geocities.yahoo.com**), offer a free website but require that you pay a nominal monthly fee for FTP access. Therefore, make sure that the plan you choose to go with includes FTP support so that you can transfer your web pages from Composer to the web server.

Table 2.1 Important Web Host Terms

Metric	Description
Disk Space	Web hosts typically limit the number of web pages, images, and other files that you can have on your website. If you plan on storing many large images on your site, be sure to choose a web hosting plan with adequate disk space.
Monthly Transfer Limit	To help manage data transfer costs, web hosting companies typicall place a limit on your site's bandwidth. For small websites, 1 GB of monthly bandwidth is typically more than sufficient. However, if you're planning on building a highly trafficked site, make sure you choose a web hosting plan with sufficient transfer limits.
FTP Access	To upload your web pages from Composer to your web server, the web hosting company needs to provide FTP access.

Picking a Web Hosting Company

After you research a variety of web hosting companies, it is time to pick one of them and sign up! Web host companies typically charge an initial setup fee along with a recurring monthly fee.

Most large ISPs provide web hosting support along with the paid Internet connectivity, so you might first want to check with your ISP and see what it can offer web hosting-wise.

Before you sign up with a web hosting company, I would strongly encourage you to first check—and then double-check—that the company provides FTP support for the plan you are signing up for. Remember, FTP support is needed so that Composer can be used to upload the web pages.

Registering a Domain Name

Recall from Chapter 1 that to visit a website, you just need to type the website's domain name into the browser's Address bar. If you want a domain name for your website, such as www.MyFirstWebSite.com, you need to register the domain name you want and configure the domain name to point to the web hosting company's web server.

NOTE

Realize that you do not need to associate a domain name with your website. If you do not, though, your website's address will be something like: www.WebHostCompanyName.com/YourWebSiteName. With a domain name, however, your website will be accessible by something more personalized, like www.YourWebSiteName.com.

To register a domain name, perform the following two steps:

1. Choose and then purchase an available domain name.
2. Configure the domain name so that it references the correct website.

In the next two sections, you see how to accomplish these two steps. Don't worry if these sound like daunting tasks; as you'll learn shortly, they both are relatively simple to perform, even for the computer layperson.

TIP

If you are concerned about performing these two steps on your own, the good news is that most web hosting companies perform these steps for you for a nominal charge. If you'd rather leave this to a professional, simply ask your web host if it can register a domain name for you.

Choosing and Buying a Domain Name

When registering a domain name, you can only choose a domain name that has not been registered by someone else. That is, you cannot take an existing domain name—say www.microsoft.com—and register that domain name, having it point to your website. So, the first step in registering a domain name is finding and selecting an available domain name.

Domain names can be purchased from a variety of domain name registrars. A ***domain name registrar*** is a company that is sanctioned by the nternet Corporation for Assigned Names and Numbers (ICANN) to allow registration of domain names. There are dozens of such companies available, varying in price and quality of service.

NOTE

When purchasing a domain name, you are not buying the domain name outright. Rather, you are essentially leasing the domain name for a specified period of time (between one and ten years). After this period of time has ended, as the registrant of the domain name you can reregister the domain name, for another period of time, or you can release the domain name, returning it to the pool of available domain names.

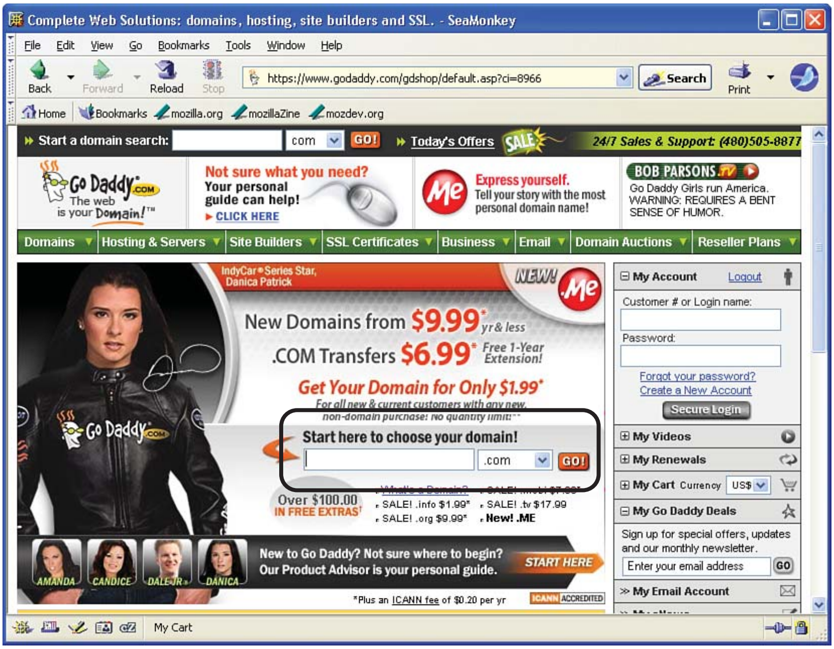
A commonly used registrar is Go Daddy (www.godaddy.com). At the time of this writing, it was charging $9.99 to register the domain name for one year, or less per year if registering for multiple years. Before a domain name can be registered, though, it must be available.

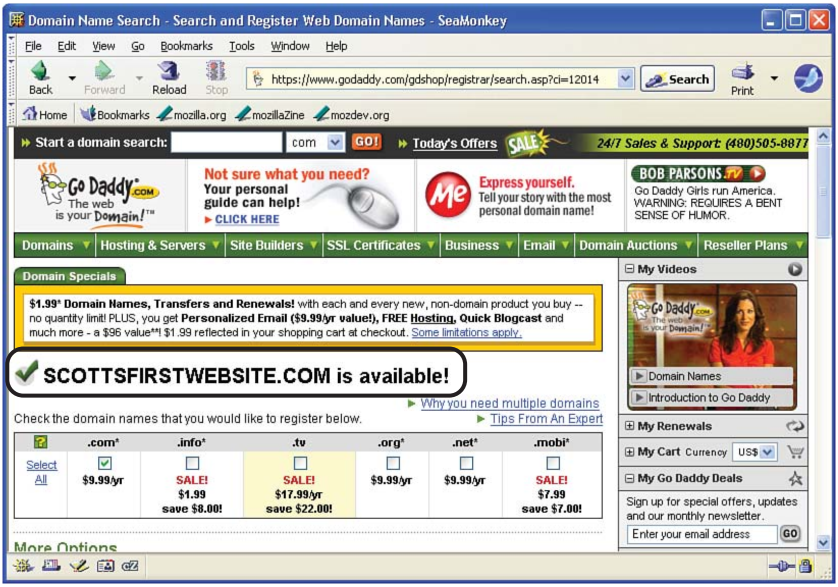
To determine if a domain name is available, start by going to any domain ***name registrar company's website***, such as www.godaddy.com. These companies typically have a search box on their site to search for available domain names. Figure 2.1 shows the Go Daddy homepage. Notice that there is a text box that lets you enter a domain name, along with a drop-down list from which you can choose what extension you want to search on (.com, .org, .net, .info, and so forth).

During your search for a domain name, you see whether or not the domain names are available. If they are, you can register for them, choosing how long to register the domain name. If the name is already taken, a list of similar domain names is suggested. Figure 2.2 shows the results of a search for the domain name ScottsFirstWebSite.com, which is available!

FIGURE 2.1

The Go Daddy home page lets you search for available domain names.


Complete Web Solutions: domains, hosting, site builders and SSL. - SeaMonkey
File Edit View Go Bookmarks Tools Window Help
Back
Forward
Reload
Stop
https://www.godaddy.com/gdshop/default.asp?ci=8966
Search
Print
Home
Bookmarks
mozilla.org
mozillaZine
mozdev.org
Start a domain search:
com
GO!
Today's Offers
SALE
24/7 Sales & Support: (480)505-8877
Go Daddy.com
The web is your Domain!™
Not sure what you need?
Your personal guide can help!
CLICK HERE
Me
Express yourself.
Tell your story with the most personal domain name!
BOB PARSONS.TV
Go Daddy Girls run America.
WARNING: REQUIRES A BENT SENSE OF HUMOR.
Domains
Hosting & Servers
Site Builders
SSL Certificates
Business
Email
Domain Auctions
Reseller Plans
IndyCar® Series Star, Danica Patrick
NEW! .Me
New Domains from $9.99* yr & less
.COM Transfers $6.99* Free 1-Year Extension!
Get Your Domain for Only $1.99*
For all new & current customers with any new, non-domain purchase! No quantity limit!**
Go Daddy.com
Start here to choose your domain!
.com
GO!
Over $100.00 IN FREE EXTRAS†
What's a Domain?
SALE! .mobi $7.99*
SALE! .info $1.99*
SALE! .tv $17.99
SALE! .org $9.99*
New! .ME
AMANDA
CANDICE
DALE JR.
DANICA
New to Go Daddy? Not sure where to begin?
Our Product Advisor is your personal guide.
START HERE
*Plus an ICANN fee of $0.20 per yr
ICANN ACCREDITED
My Account
Logout
Customer # or Login name:
Password:
Forgot your password?
Create a New Account
Secure Login
My Videos
My Renewals
My Cart Currency US$
My Go Daddy Deals
Sign up for special offers, updates and our monthly newsletter.
Enter your email address
GO
My Email Account
My Cart


Domain Name Search - Search and Register Web Domain Names - SeaMonkey
File Edit View Go Bookmarks Tools Window Help
Back Forward Reload Stop
https://www.godaddy.com/gdshop/registrar/search.asp?ci=12014
Search
Print
Home Bookmarks mozilla.org mozillaZine mozdev.org
Start a domain search: com GO! Today's Offers SALE 24/7 Sales & Support (480)505-8877
Go Daddy.com The web is your Domain!™
Not sure what you need? Your personal guide can help! CLICK HERE
Express yourself. Tell your story with the most personal domain name!
BOB PARSONS.TV Go Daddy Girls run America. WARNING: REQUIRES A BENT SENSE OF HUMOR.
Domains Hosting & Servers Site Builders SSL Certificates Business Email Domain Auctions Reseller Plans
Domain Specials
My Videos
Domain Names
Introduction to Go Daddy
My Renewals
My Cart Currency US$
My Go Daddy Deals
Enter your email address GO
Why you need multiple domains
Tips From An Expert
More Options

$1.99* Domain Names, Transfers and Renewals! with each and every new, non-domain product you buy -- no quantity limit! PLUS, you get **Personalized Email ($9.99/yr value!), FREE Hosting, Quick Blogcast** and much more - a $96 value**! $1.99 reflected in your shopping cart at checkout. Some limitations apply.

✓ SCOTTSFIRSTWEBSITE.COM is available!

Check the domain names that you would like to register below.

?	.com*	.info*	.tv	.org*	.net*	.mobi*
Select All	☑ $9.99/yr	☐ SALE! $1.99 save $8.00!	☐ SALE! $17.99/yr save $22.00!	☐ $9.99/yr	☐ $9.99/yr	☐ SALE! $7.99 save $7.00!

Sign up for special offers, updates and our monthly newsletter.

FIGURE 2.2

Searching on a domain name indicates whether that domain name is available.

To register the checked domain names, scroll down to the bottom of the web page and click the Proceed to Checkout button. This takes you through a checkout process, where you specify the duration of the domain name registration and provide payment information.

Configuring the Domain Name

After registering the domain names, you need to provide the ***IP address*** for the ***name servers*** you want the domain name to point to. While these terms may sound like Greek to you, the web hosting company is familiar with these terms and can help you out. Simply ask the web hosting company what name server IP addresses to use—it will provide you with, typically, two IP addresses that you can enter as the primary and secondary name server addresses. (An IP address is a number of the form XXX.XXX.XXX.XXX, where XXX is a number between 0 and 255.)

NOTE

Realize that there can be a 24- to 72-hour delay after registering and configuring a domain name and before the domain name officially points to the appropriate web server. That means that it can take a few days after registering and configuring your domain name before anyone can visit your website by directly entering the domain name into his web browser.

TIP

Remember, if you get overwhelmed with registering the domain name and specifying the name servers, you can always ask your web hosting company to perform these tasks for you.

At this point, you have chosen a web hosting provider and, perhaps, registered a domain name. The only piece of the puzzle that's left is adding web pages, images, and other files to the web server. This is accomplished by uploading the web pages we create in Composer to the web server.

Uploading Web Pages from Composer to Your Website

To upload web pages from Composer to your public website, you first need to procure some information from your web hosting company. The pertinent information, which was likely emailed to you when you signed up with the web hosting company, is

- The FTP server to upload your files
- Your username and password to access the FTP server

Armed with this information, you are ready to upload a web page from Composer to your website.

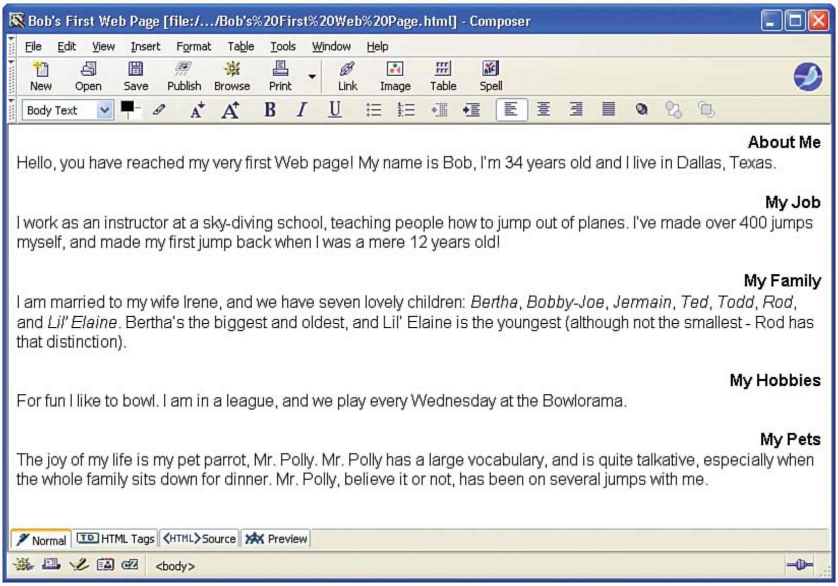
First, you must have a web page to upload. Chapters 3 and 4 examine two different website templates. Each template is composed of a series of web pages. To create a website, you take the template from the CD, customize it for your site, and then upload the modified template to your website. Since you've yet to examine these templates, for now upload the practice web page you created (and saved) in Chapter 1. Start by opening the web page we created in Chapter 1 by launching Composer and then going to the File menu and choosing the Open File menu option.

When you open this web page, your screen should look similar to Figure 2.3.

Now, upload this web page to your public web server. To do so, go to the File menu and choose the Publish menu option (see Figure 2.4). This displays the Publish Page dialog box.

The Publish Page dialog box has two tabs: Publish and Settings. When first publishing a page to a public website, you are taken to the Settings tab (shown in Figure 2.5), where you are prompted for the website's name, its FTP server, the web address, and the FTP server login information (username and password).

The configuration information you specify in the Settings tab is stored under the name you provide in the Site Name text box. Enter the site name "My First Website." Next, enter the name of the FTP server your web host provider told you to use in the Publishing Address text box. In the HTTP address of your home page text box, enter the URL for your website. In the User name and Password text boxes, enter the username and password you were given to access the FTP server. After you provide this information once, you will not need to enter it again.


Bob's First Web Page [file:/.../Bob's%20First%20Web%20Page.html] - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
B I U
Normal HTML Tags <HTML> Source Preview
<body>

About Me

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

My Job

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

My Family

I am married to my wife Irene, and we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*, and *Lil' Elaine*. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

My Hobbies

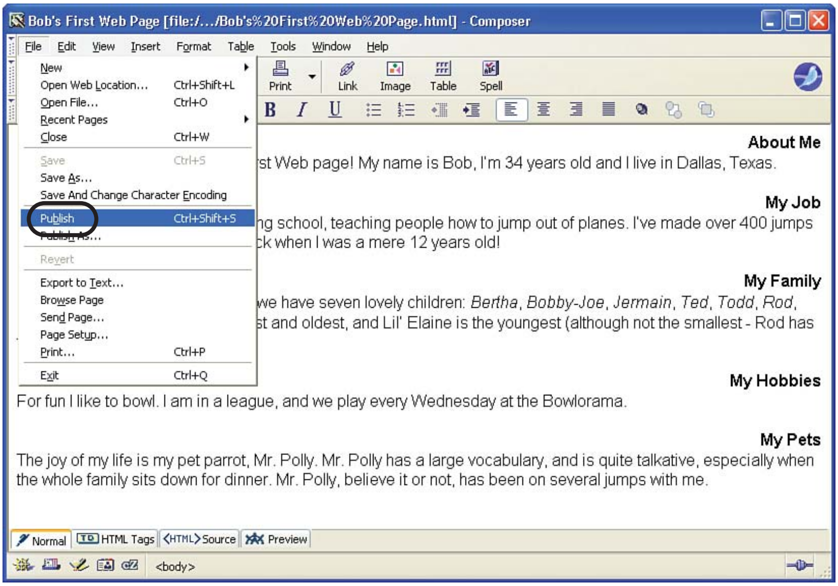
For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

My Pets

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

FIGURE 2.3

The first web page we created in Chapter 1.


Bob's First Web Page [file:/.../Bob's%20First%20Web%20Page.html] - Composer
File Edit View Insert Format Table Tools Window Help
New
Open Web Location... Ctrl+Shift+L
Open File... Ctrl+O
Recent Pages
Close Ctrl+W
Save Ctrl+S
Save As...
Save And Change Character Encoding
Publish Ctrl+Shift+S
Publish As...
Revert
Export to Text...
Browse Page
Send Page...
Page Setup...
Print... Ctrl+P
Exit Ctrl+Q
Print Link Image Table Spell
B I U
Normal HTML Tags <HTML> Source Preview
<body>

About Me

st Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

My Job

ng school, teaching people how to jump out of planes. I've made over 400 jumps
ck when I was a mere 12 years old!

My Family

we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*,
st and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has

My Hobbies

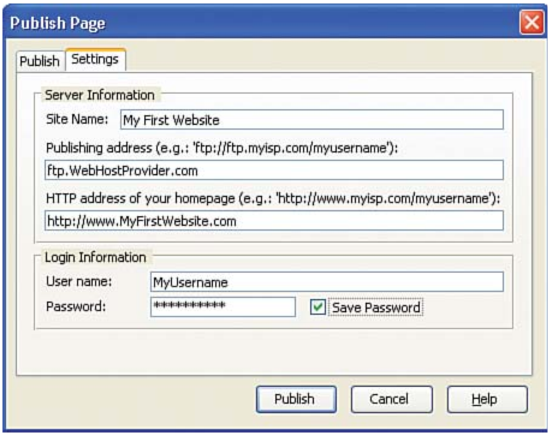
For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

My Pets

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

FIGURE 2.4

To upload a web page, choose File, Publish.



Server Information

Site Name: My First Website

Publishing address (e.g.: 'ftp://ftp.myisp.com/myusername'):
ftp.WebHostProvider.com

HTTP address of your homepage (e.g.: 'http://www.myisp.com/myusername'):
http://www.MyFirstWebsite.com

Login Information

User name: MyUsername

Password: ************ ☑ Save Password

FIGURE 2.5

Specify FTP server settings in the Publish Page dialog box's Settings tab.

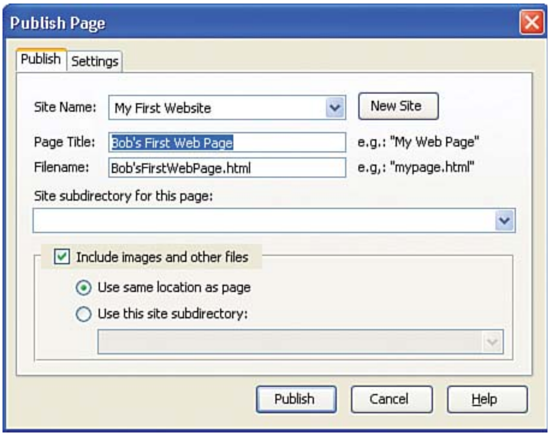
Upon entering this information into the Settings tab, click on the Publish tab. This tab, shown in Figure 2.6, allows you to optionally specify the web page's title and requires that you specify a filename for the web page. Remember from our discussions in Chapter 1 that web pages are actually stored as files on the web server. Therefore, you need to provide a filename for this web page. For the web pages you create throughout this book, be sure to name your files with the extension .htm or .html.

NOTE

Recall from Chapter 1 that the title of a web page appears in the title of the web browser when visiting the page.

Idea Gallery

http://www.corel.com/



Site Name: My First Website

Page Title: Bob's First Web Page e.g.: "My Web Page"

Filename: Bob'sFirstWebPage.html e.g,: "mypage.html"

Site subdirectory for this page:

☑ Include images and other files

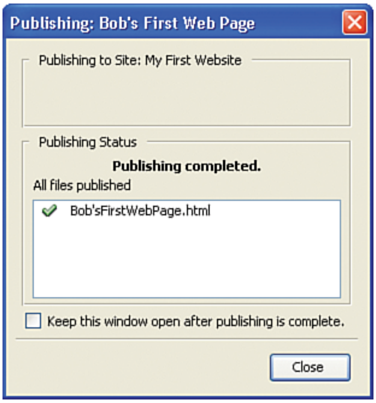
● Use same location as page

○ Use this site subdirectory:

FIGURE 2.6

Set the web page's title and filename in the Publish Page dialog box's Publish tab.

After providing a title and filename, click the Publish button. This uploads the file to the FTP server. The Publishing dialog box is displayed and reports the status of the web page upload. Figure 2.7 shows the Publishing dialog box after the file has been successfully uploaded.



Publishing to Site: My First Website

Publishing completed.

All files published

✓ Bob'sFirstWebPage.html

☐ Keep this window open after publishing is complete.

FIGURE 2.7

Bob's web page has been successfully uploaded.

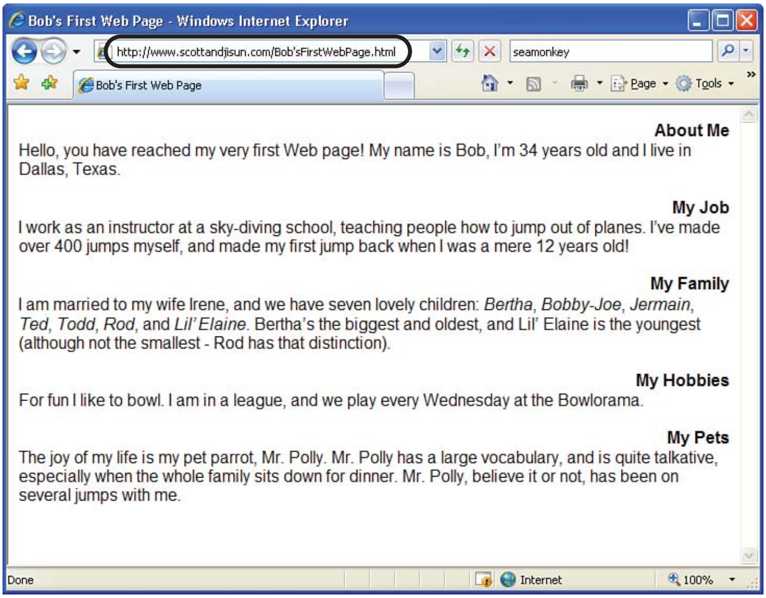
NOTE

If you get an error when trying to publish a web page, the error may be due to an incorrect FTP server name or invalid login credentials. Go to File, Publish As, and re-enter the FTP location and FTP credentials in the Settings tab. If you still experience problems, contact your web hosting provider for further assistance.

After you have uploaded the web page, you can visit the web page through a web browser. To do so, enter into the browser's Address bar the URL to your website—either the domain name, if you have one, or the URL provided by your web hosting company, such as www.webhostingcompany.com/YourWebSite—followed by the name of the web page you uploaded. So, to visit Bob's web page, which was named Bob'sFirstWebPage.html, you could visit the page by entering www.YourDomainName.com/Bob'sFirstWebPage.html or www.webhostprovider.com/YourWebSite/Bob'sFirstWebPage.html. Figure 2.8 shows a screenshot of visiting Bob's web page on my public website, whose domain name is www.ScottAndJisun.com.

FIGURE 2.8

Bob's website is now online, accessible by anyone with an Internet connection!


Bob's First Web Page - Windows Internet Explorer
http://www.scottandjisun.com/Bob'sFirstWebPage.html
seamonkey
Bob's First Web Page
Page
Tools
Done
Internet
100%

About Me

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

My Job

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

My Family

I am married to my wife Irene, and we have seven lovely children: *Bertha*, *Bobby-Joe*, *Jermain*, *Ted*, *Todd*, *Rod*, and *Lil' Elaine*. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest - Rod has that distinction).

My Hobbies

For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

My Pets

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

Building a Website from a Template

The CD accompanying this book contains web pages for two templates. When creating your own websites, you want to start with one of these templates, customizing the template's pages for your site's particular content. Chapters 3 and 4 discuss various tips for modifying these templates. For now, it is important to understand the process you need to take to modify a template on the CD.

> ***"The CD accompanying this book contains web pages for two templates. When creating your own websites, you want to start with one of these templates, customizing the template's pages for your site's particular content."***

To start, copy the template's files from the CD to your computer's hard drive. From there, you can use Composer to tweak each template file, saving the changes. Also, you can add additional pages to your site, using the provided template's look and feel. To summarize the process when building a site from a template, perform the following steps:

1. Create a new folder on your computer's hard drive.
2. Copy all of the template's files from the CD to the folder created in step 1.
3. Launch Composer. Recall that this is accomplished by running SeaMonkey and then going to the Window menu and choosing the Composer menu option.
4. Open one of the template files copied to the folder in step 2. You can also add a new web page to your site by creating a page in Composer based on the template. We'll discuss how to do this in the "Customizing the Template" section in Chapter 3.
5. Customize the template file's contents for your website.
6. Save the changes made to the template file.

You want to repeat steps 4 through 6 for each of the files in the template. After you customize and save each of the pages in the template, the final step is to publish the website to a web server so that anyone with an Internet connection can view your site. The publishing process is described at the end of Chapters 3 and 4.

NOTE

In Chapters 5 through 10 you learn how to use existing web applications to sell items, publish content, share pictures online, and get involved in social networks. For these chapters you do not need to FTP web pages to a web server because the web pages will be automatically created and hosted by the web application service provider.

Summary

In this chapter you learned the steps necessary for creating a public website, which include

- Finding a web host provider
- Registering a domain name (optional)
- Uploading web pages from Composer to the web server

As discussed, there are innumerous web host providers that you can choose from, varying in price, service, and features offered. Thankfully there are entire websites—like TopHosts.com and HostIndex.com—that act as search engines for web host providers. Rather than using a separate web hosting company, your Internet service provider (ISP) might also provide web hosting capabilities for free. When selecting a web hosting company, be sure to choose one whose disk space and monthly transfer limits meet your site's needs, and one that provides FTP access.

After choosing a company to host your website, you can optionally register a domain name, giving your website a personalized, memorable name, like www.YourWebSite.com. A domain name can be leased for one to ten years using a domain name registrar, like Go Daddy. When registering a domain name, you need to know the IP address of your web host company's name servers. This information associates your domain name with your website. (For more information on this process, refer to the "Understanding How the Internet Works" section in Chapter 11.)

After you select a web host provider, you can upload web pages from your personal computer to your website so that anyone with an Internet connection can view your pages. If you followed along in acquiring a web hosting provider, registering a domain name, and uploading files, you should now have a publicly accessible website that can be visited by anyone in the world with an Internet connection!

With the information covered in this chapter and the previous one, you have enough knowledge to start creating your own website! Chapters 3 and 4 explore different templates that you can quickly and easily modify to build different types of websites!

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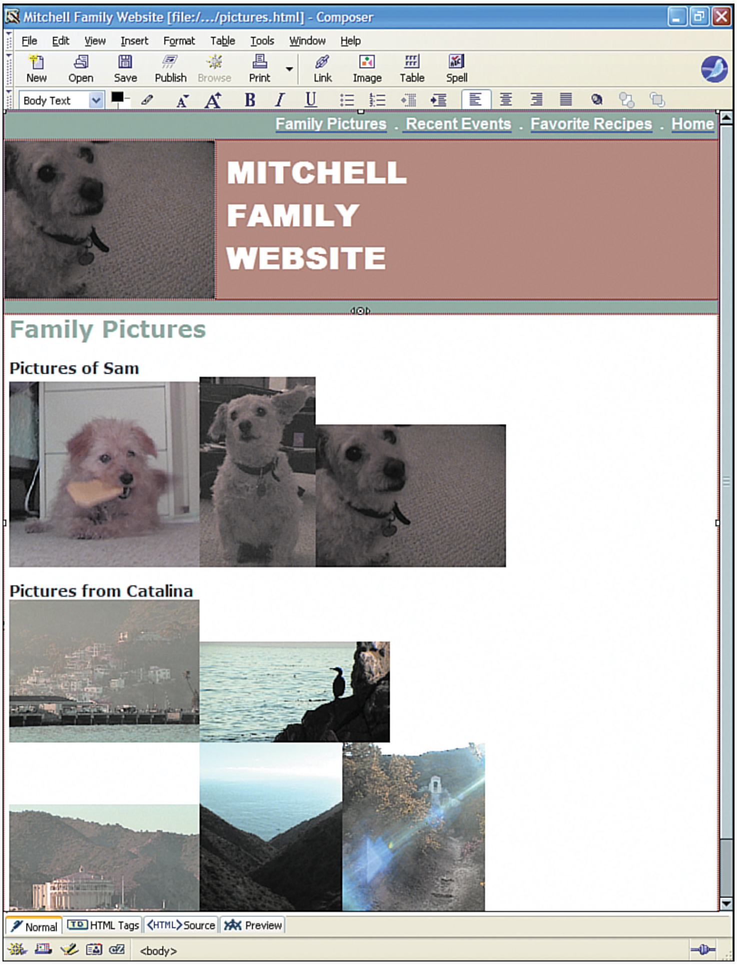
CHAPTER 3

Creating a Family/Personal Website


Mitchell Family Website [file:/.../pictures.html] - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
Family Pictures . Recent Events . Favorite Recipes . Home
MITCHELL
FAMILY
WEBSITE
Family Pictures
Pictures of Sam
Pictures from Catalina
Normal HTML Tags <HTML> Source Preview
<body>

The book's first two chapters looked at the pieces that make up the Internet and websites and showed how to create simple web pages with Composer. At this point, you're ready to examine how to use Composer to build a complete website. While you can create a website from scratch, it's much easier and quicker to start working with a ***website template***. A website template, often referred to as just a ***template***, is a collection of generic, premade web pages that can be easily customized to create a specific site.

Web designers typically start with an appropriate template and then tailor the template's pages accordingly. In this chapter and the next one, you'll examine two different templates: a template for a family/personal website and a template for an online storefront. This book's CD includes three additional templates that you can use to build other types of websites.

Examining the Family/Personal Template

Friends and families today are increasingly distant, spread around the country and world. Fortunately, keeping your families and friends up to date with what's going on in your life is made remarkably easier with a family/personal website, which provides those important people a one-stop location to catch up on your life. Most family/personal websites have similar features: pictures of the family or person the website is about, a list of recent happenings, and important upcoming dates, such as anniversaries, birthdays, and weddings.

As you can see in Figure 3.1, the family/personal website template provided with the book's accompanying CD offers a template that contains the following pages:

- A home page that gives a brief description of the site and has links to the other web pages
- A photo gallery index page, which provides a list of links to various family pictures
- A recent news page, which lists the latest family events
- The family's favorite recipes

In this chapter, you'll examine how you can tailor the family/personal template. As you'll see, it's quite easy to take the provided template and change the look and feel, as well as add and remove content. For example, the pages provided in the template are just a few of many potential web pages that you may want to add to your family/personal website. Other potential pages include

- Pictures and scores from your child's soccer games.
- Information about children's after-school activities, such as cheerleading or debate.
- Any other bit of information your extended family or friends might care to hear about!

In the "Customizing the Template" section of this chapter you'll see just how easy it is to add new pages to your family/personal website.

Before you can start customizing the template, you'll need to understand how to start working with the template files. Essentially, you'll need to copy the template's files from the CD to your computer's hard drive.

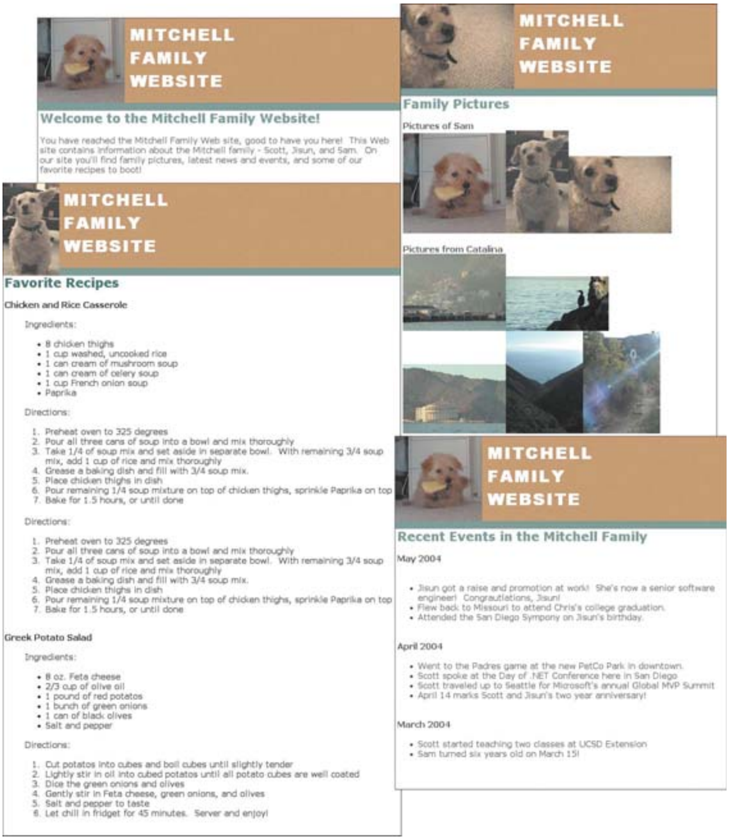


FIGURE 3.1

The family/personal website template.

Welcome to the Mitchell Family Website!

You have reached the Mitchell Family Web site, good to have you here! This Web site contains information about the Mitchell family - Scott, Jisun, and Sam. On our site you'll find family pictures, latest news and events, and some of our favorite recipes to boot!

Favorite Recipes

Chicken and Rice Casserole

Ingredients:

- 8 chicken thighs
- 1 cup washed, uncooked rice
- 1 can cream of mushroom soup
- 1 can cream of celery soup
- 1 cup French onion soup
- Paprika

Directions:

1. Preheat oven to 325 degrees
2. Pour all three cans of soup into a bowl and mix thoroughly
3. Take 1/4 of soup mix and set aside in separate bowl. With remaining 3/4 soup mix, add 1 cup of rice and mix thoroughly
4. Grease a baking dish and fill with 3/4 soup mix.
5. Place chicken thighs in dish
6. Pour remaining 1/4 soup mixture on top of chicken thighs, sprinkle Paprika on top
7. Bake for 1.5 hours, or until done

Directions:

1. Preheat oven to 325 degrees
2. Pour all three cans of soup into a bowl and mix thoroughly
3. Take 1/4 of soup mix and set aside in separate bowl. With remaining 3/4 soup mix, add 1 cup of rice and mix thoroughly
4. Grease a baking dish and fill with 3/4 soup mix.
5. Place chicken thighs in dish
6. Pour remaining 1/4 soup mixture on top of chicken thighs, sprinkle Paprika on top
7. Bake for 1.5 hours, or until done

Greek Potato Salad

Ingredients:

- 8 oz. Feta cheese
- 2/3 cup of olive oil
- 1 pound of red potatos
- 1 bunch of green onions
- 1 can of black olives
- Salt and pepper

Directions:

1. Cut potatos into cubes and boil cubes until slightly tender
2. Lightly stir in oil into cubed potatos until all potato cubes are well coated
3. Dice the green onions and olives
4. Gently stir in Feta cheese, green onions, and olives
5. Salt and pepper to taste
6. Let chill in fridget for 45 minutes. Server and enjoy!

Family Pictures

Pictures of Sam

Pictures from Catalina

Recent Events in the Mitchell Family

May 2004

- Jisun got a raise and promotion at work! She's now a senior software engineer! Congrautlations, Jisun!
- Flew back to Missouri to attend Chris's college graduation.
- Attended the San Diego Sympony on Jisun's birthday.

April 2004

- Went to the Padres game at the new PetCo Park in downtown.
- Scott spoke at the Day of .NET Conference here in San Diego
- Scott traveled up to Seattle for Microsoft's annual Global MVP Summit
- April 14 marks Scott and Jisun's two year anniversary!

March 2004

- Scott started teaching two classes at UCSD Extension
- Sam turned six years old on March 15!

This chapter concludes with a discussion on how to ***publish*** your website after you tailor the template. Publishing a website involves copying the web pages from your computer to the web server where your public website is hosted. As we'll see, Composer makes this process a simple one.

Customizing the Template

The family/personal website template shown in Figure 3.1 provides bare-bone web pages that you can add to and customize to create your own unique family/personal website. If you like the look and feel of the template, all that's left to do is to customize the template's content, replacing the current text with the text pertinent to you and your family and the image in the upper-left corner with an image of your own choosing.

> *"When working with the template, you may find that you want to customize certain aspects. … Fortunately, Composer makes customizing the template quick, fun, and easy."*

NOTE

Recall that to customize a template, you need to copy the template files from the book's accompanying CD to your computer's hard drive. The "Building a Website from a Template" section in Chapter 2, "Creating a Website," provides more details on this process.

When working with the template, you may find that you want to customize certain aspects. For example, you might want to change the template's font or alter the text or background colors. You might want to add additional web pages to the template, such as a web page that lists important dates (anniversaries, birthdays, and so on). Alternatively, you might want to remove pages from the template; perhaps you don't want a favorite recipes page.

Fortunately, Composer makes customizing the template in any of these ways quick, fun, and easy. In this section, we'll be examining a myriad of ways to customize your template. When working with the template files, keep the following two things in mind:

- Composer is like any other word processor. If you want to customize the page by centering some text, for example, simply select the text to center and click on the Center icon in the toolbar, just like you would to center text with Microsoft Word.
- Have fun customizing the templates, and don't be afraid to experiment! Keep in mind that since you're working with the template files on your computer's hard drive, no matter what you do, you can't irreparably screw up the template. There is always a pristine copy of the website's template files on the book's CD that you can recopy to your computer should the need arise.

With that, it's time to get started examining how to use Composer to customize the family/personal website template!

Changing the Upper-Left Image

Each page in the family/personal website contains an image in the upper-left corner of my dog, Sam. You are invited to add your own image here, such as a picture of yourself, your family, or your family's pet. To replace the picture of Sam with a picture of your own, you'll need to have the picture on your computer's hard drive. In the "Customizing the Family Pictures Page" section, you'll learn how to get pictures of yourself or family onto your computer so that you can add them to your website's pages.

To customize the upper-left image, first copy the image you want to replace it with into the same folder that you copied the website template files to. Next, launch Composer if you have not already done so. (Recall that this involves starting the SeaMonkey browser and then going to the Window menu and choosing the Composer option.) Next, open the template's home page file, index.html, in Composer. This is accomplished by either clicking the Open icon in the Toolbar or by going to the File menu and selecting the Open File menu option.

When you have opened the index.html page in Composer, your screen should look similar to Figure 3.2.

To change the image of Sam to an image of your own, you'll need to open the Image Properties dialog box for the image. This can be done in one of a number of ways: by right-clicking on the image and selecting the Image Properties menu option; by double-clicking the image; or by single-clicking the image and then clicking on the Image icon in the toolbar. Using any of these approaches displays the Image Properties dialog box (see Figure 3.3), from which you can customize the information about the displayed image.

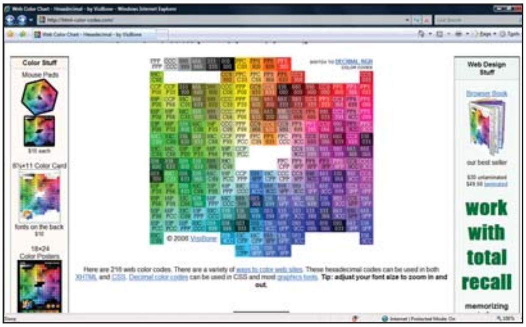
The next section, "Specifying Image Properties," steps through the four tabs in the Image Properties dialog box and discusses how to replace the image of Sam with an image of your own. Keep in mind that you'll need to replace the image of Sam with your own image for each web page in the family/personal website template.

Specifying Image Properties

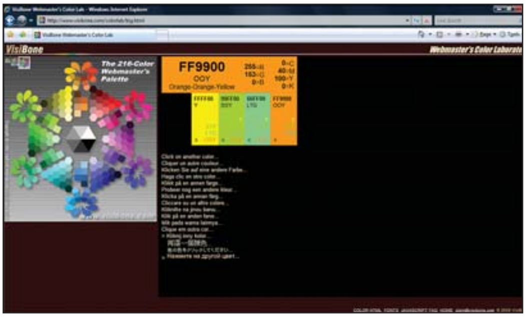
The Image Properties dialog box contains four tabs: Location, Dimensions, Appearance, and Link. These tabs contain settings to customize the selected image's properties. Let's look at each of these tabs one at a time.

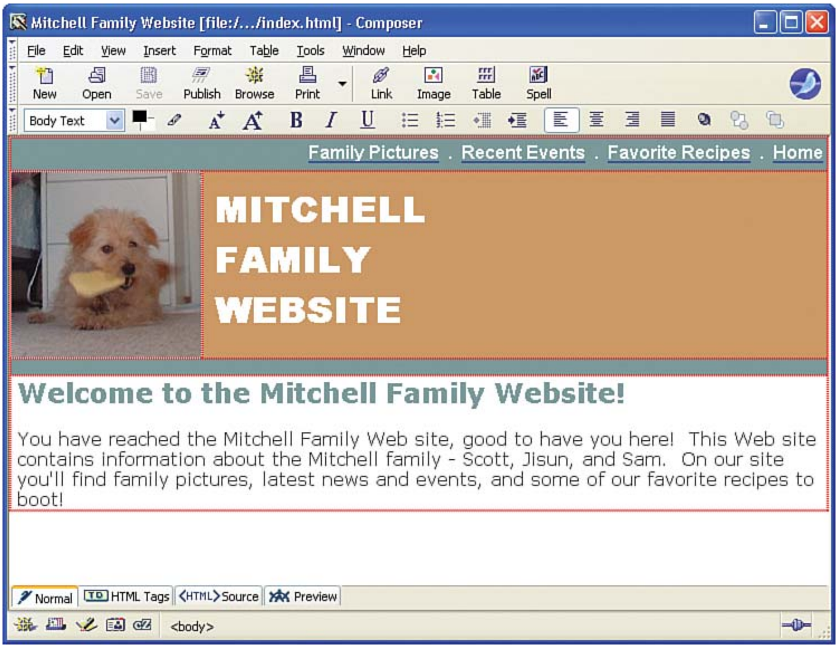
IDEA GALLERY

http://html-color-codes.com/



Here are 216 web color codes. There are a variety of ways to color web sites. These hexadecimal codes can be used in both XHTML and CSS. Decimal color codes can be used in CSS and most graphics tools. Tip: adjust your font size to zoom in and out.


VisiBone
Webmaster's Color Laboratory
The 216-Color Webmaster's Palette
FF9900
OOY
Orange-Orange-Yellow


Mitchell Family Website [file:/.../index.html] - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
Family Pictures . Recent Events . Favorite Recipes . Home
Normal
HTML Tags
Source
Preview
<body>

MITCHELL FAMILY WEBSITE

Welcome to the Mitchell Family Website!

You have reached the Mitchell Family Web site, good to have you here! This Web site contains information about the Mitchell family - Scott, Jisun, and Sam. On our site you'll find family pictures, latest news and events, and some of our favorite recipes to boot!

FIGURE 3.2

The index.html file has been opened with Composer.

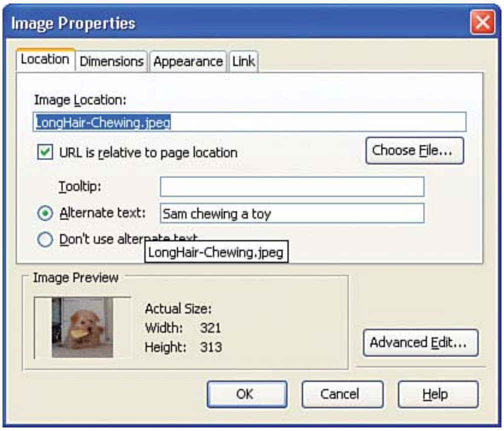


Image Properties
Location
Dimensions
Appearance
Link
Choose File...
Image Preview
Advanced Edit...
OK
Cancel
Help

Image Location: LongHair-Chewing.jpeg

☑ URL is relative to page location

Tooltip:

● Alternate text: Sam chewing a toy

○ Don't use alternate text

LongHair-Chewing.jpeg

Actual Size:
Width: 321
Height: 313

FIGURE 3.3

Customize the image from the Image Properties dialog box.

The Location Tab

The Location tab, shown in Figure 3.3, allows you to specify the file to display. To change the upper-left image from one of my dog to one of your own, click on the Choose File button and select the image you want to display. Upon doing so, a small preview of the image selected appears in the lower-left corner of the Image Properties dialog box.

CAUTION

Make sure that the image file you choose exists in the same folder as the template web page file. That is, if the image file resides in a different directory, first copy it to the same directory where you've saved the web page template files. Also, make sure that the URL is Relative to Page Location check box remains checked.

We'll discuss why the folder that the image file exists in is important and why the URL is Relative to Page location check box must be checked in the "Publishing Your Family/Personal Website" section.

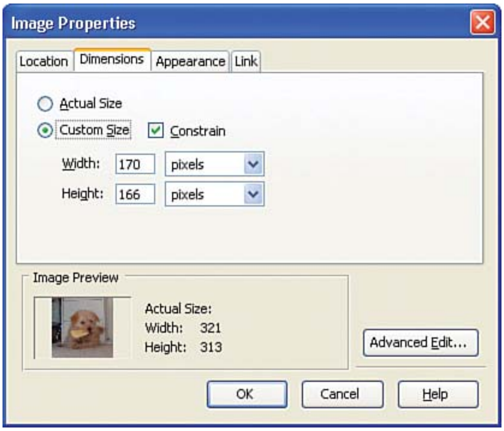
Next, from the Location tab, you can set the alternate text for the image. This is the text that is displayed in the image's place for those visitors who are using text-only browsers or who have configured their browsers to not display images. Realistically, few web surfers fall into this category, so feel free to omit the alternate text. If you decide not to provide alternate text, be sure to select the Don't Use Alternate Text radio button.

NOTE

If you don't provide alternate text and leave the Alternate Text radio button selected, you are shown a warning when you click the Image Properties dialog box's OK button.

The Dimensions Tab

The next tab, Dimensions, allows you to customize the width and height of the image. As Figure 3.4 shows, the Dimensions tab has two radio buttons: Actual Size and Custom Size. If you leave Actual Size selected, the image will be displayed in its actual size. If you click Custom Size, you can specify the image size in either pixels or as a percentage of the browser's window.



○ Actual Size
● Custom Size ☑ Constrain
Width: 170 pixels
Height: 166 pixels

Actual Size:
Width: 321
Height: 313

FIGURE 3.4

The image's size can be configured in the Dimensions tab.

The picture of Sam is scaled to a width of 170 pixels and a height of 166 pixels. As shown in the Image Preview section at the bottom of the dialog box in Figure 3.4, the actual image size is 321 pixels by 313 pixels.

Oftentimes an image will be resized so that it fits nicely on a page. The full-sized image of Sam is too large to fit nicely in the web page, hence it is scaled down to 170 by 166. When scaling images yourself, make sure to check the Constrain check box. This check box, if checked, makes sure that the ratio between the resized width and height remains the same as the original image's width and height ratio. By leaving this check box checked you ensure that resizing your image won't result in an image that is squished too fat or too thin.

When adding your own image, scale it so that it is at least 166 high. The family/personal website was designed to display an image precisely 166 pixels high. If you make the image shorter than 166 pixels, there will be whitespace beneath the image. When adding your own image, I would recommend that you

1. Select the Custom Size radio button.
2. Check the Constrain check box.
3. Enter 166 as the height.

NOTE

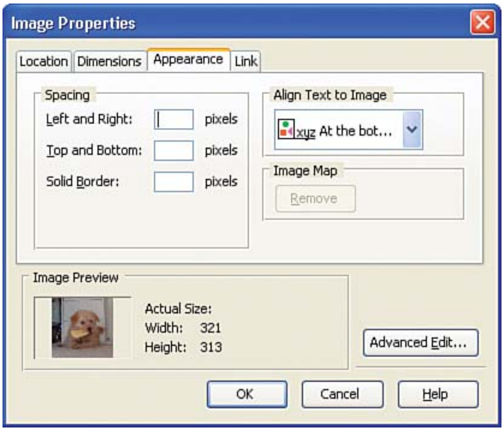
Realize that sizing the image smaller than its original size in the Dimensions tab only specifies to the browser to display the image as a certain size. Specifying a smaller size than the original does *not* reduce the image's file size. If you want to make the image a smaller file size, you need to use the resizing techniques discussed in the section "Resizing Digital Images," which can be found in Chapter 11, "Bonus Material."

The Appearance Tab

The Appearance tab (shown in Figure 3.5) allows you to configure how the image appears within text. The Spacing section lets you specify how much spacing should appear between the left and right and top and bottom of the image and the text around the image. The Solid Border text box permits you to specify whether the image should have a border and, if so, how many pixels wide it should be.

Additionally, you can choose how to have the text aligned with the image. You can have the following text appear at the bottom of the image, the center, or the top. Alternatively, you can have the image flow within the text on the left or right.

For the family/personal website, I'd recommend not changing the values in the Appearances tab as the template was designed to have no spacing around the image.



xyz At the bot...

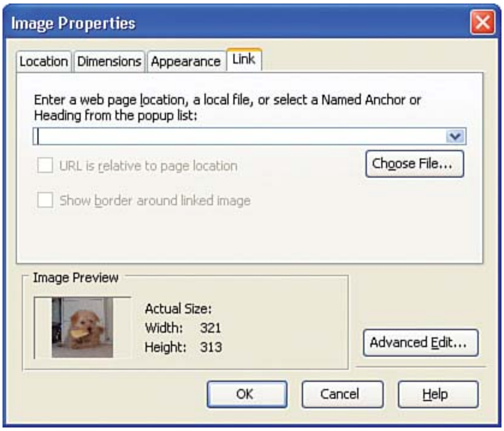
Actual Size:
Width: 321
Height: 313

FIGURE 3.5

The Appearance tab specifies how the text and image coexist.

The Link Tab

The final tab, the Link tab, allows you to specify a hyperlink for the image. That is, you can indicate that when the image is clicked, the user be whisked to a particular URL. A screenshot of the Link tab is shown in Figure 3.6.



Enter a web page location, a local file, or select a Named Anchor or Heading from the popup list:

☐ URL is relative to page location

☐ Show border around linked image

Actual Size:
Width: 321
Height: 313

FIGURE 3.6

Use the Link tab to link the image to a URL.

Table 3.1: A Summary of the Image Properties Dialog Box's Tabs

Tab	Description
Location	Choose the image to display from the Location tab. You can provide a ToolTip, which is displayed when a visitor hovers her mouse over the image. Also, the Location tab allows you to specify alternate text, which is displayed in place of the image for those visitors whose browsers don't support images.
Dimensions	From the Dimensions tab, you can indicate a custom height and width for the image.
Appearance	The Appearance tab allows you to indicate the top, bottom, left, and right spacing around the image (if any), along with how text flows around the image.
Link	You can configure your image so that when a visitor clicks it, he is whisked to a different web page. If you want to enable this behavior, specify the URL to send the user in the Link tab.

Removing the Image Altogether

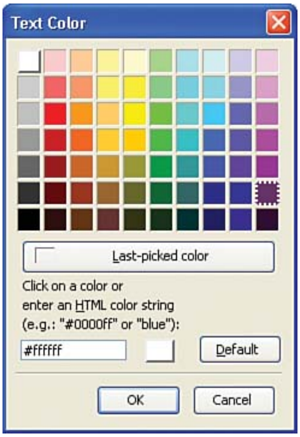
While some readers like having a picture shown on each page, others might not want a picture shown at all. Fortunately, Composer makes it a cinch to remove the image from the upper-left corner. To strike the image from the web page altogether, simply right-click on the image and choose the Delete menu option.

Changing the Font

The text in the web page templates is displayed using a Verdana font. You can change the font for any text in Composer with the following steps:

1. Select the text whose font you want to change. The easiest way to do this is to place the mouse at the beginning of the text you want to select, and, holding down the mouse button, drag the mouse cursor until the text you want to modify is completely selected.
2. With the text selected, go to the Format menu. Choose the Font menu option and then pick a font from the list.

You can also change other text properties—such as the text color and style—through the Format menu. For example, imagine that you wanted to change the foreground color of the header text for a web page. (The header text in the home page is "Welcome to the Mitchell Family Website!" and is displayed in a turquoise color.) To change this text's foreground color to, say, red, you'd first select the text and then go to the Format menu and choose the Text Color menu option. This displays the Text Color dialog box (see Figure 3.7), from which you can select a new foreground color.



Click on a color or enter an HTML color string (e.g.: "#0000ff" or "blue"):

#ffffff

FIGURE 3.7

Pick the text's foreground color from the Text Color dialog box.

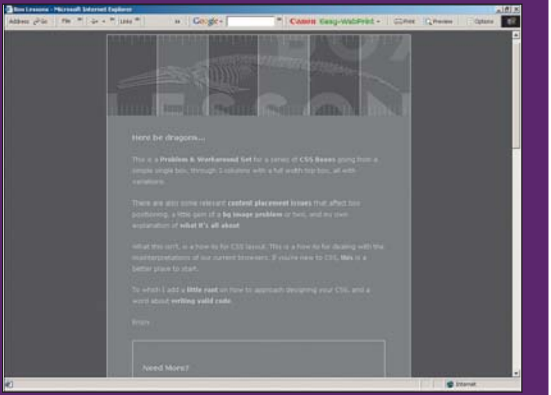
To make the font bold, italic, or underlined, first select the text and then go to the Format menu's Text Style menu. From there, you can see the various formatting options.

TIP

To make the selected text bold, underlined, or italic, you can also click on the appropriate B, I, or U icons in the toolbar.

IDEA GALLERY

http://www.thenoodleincident.com/tutorials/box_lesson/index.html



WHO SAYS A GOOD SITE HAS TO BE COLORFUL?

We picked this site for two reasons. First, it's a clean, interesting, and simple design that looks great without color. Second, it's a useful site for those of you just learning how to build websites in that it gives you tips and advice on CSS—Cascading Style Sheets.

So many sites are filled with jumbles of color and bright flashing animations that it's hard to know where to click. This site contains only shades of gray with header graphics contained at the top of each page and a simple one-column design. It's elegant!

This site's designer does a lot of nice things to keep his navigation simple for his users. He adds links within his paragraphs to illustrate his points or sends you to other useful sites. This site reads like an instructional book or guide. Unlike some commercial sites that give you a million places to jump from just one page, this designer keeps the messages simple and allows you to stay focused on one topic at a time.

Adding and Removing Pages from the Template

The family/personal website template comes with four web pages: a home page, a family pictures page, a recent events page, and a favorite recipes page. As we discussed earlier, though, you might want to add additional pages or remove some of the prepackaged pages.

Removing a page from the site simply entails removing the links from the other web pages to the page you wish to snip from the site. For example, imagine that you didn't want to have a favorite recipes page on your family/personal website. To accomplish this, you'd need to open the home page, family pictures page, and recent events page in Composer and remove the link at the top to the Favorite Receipes page. Removing the link is as simple as selecting the link text and pressing Delete.

NOTE

Keep in mind that you need to remove *all* links to the page you want to remove. Be sure to open all other pages in Composer and remove any links you find pointing to the page to be removed.

To add a new page to the template, you need to create a new web page whose look and feel mimics that of the other pages in the template. Creating a new web page using the template can be done in one of two ways:

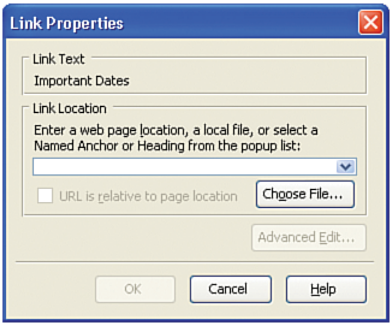
- By creating a new web page in Composer and then copying and pasting the entire contents of a template page to the new page
- By going to the File menu and choosing the Save As menu option, which has the effect of saving an existing template web page with a different filename

After you create the new web page and inherit the template's look and feel, you can customize the page's content as needed. For example, if you added an additional page that listed important dates for your family, the content for this page would include the dates and their meanings (anniversaries, birthdays, graduations, and so on). After you have created the content for the new page, save the web page by going to the File menu and choosing the Save menu option.

After you have created and saved the new page, the next step is to add a link from all other web pages in the site to the new page. As Figure 3.1 showed, each page has a list of links along the top. You'll need to add a link at the top of the new page you created.

To add a link, start by clicking your mouse where you want the link to appear, perhaps between the Family Pictures and Recent Events links. Next, type in the text for the link, such as “Important Dates,” followed by a period, which is used as a separator between each link.

The final step is to link the text you just entered to the new web page you created. To accomplish this, select the text you just added, go to the Insert menu, and choose the Link menu option. This displays the Link Properties dialog box, shown in Figure 3.8.


Link Properties

Link Text: Important Dates

Link Location: Enter a web page location, a local file, or select a Named Anchor or Heading from the popup list:

FIGURE 3.8

Select the page to link to using the Choose File button.

From the Link Properties dialog box, choose the file you want the user whisked to when they click the link. Since this link needs to take the user to the newly created page, click the Choose File button and select the page you added just a moment ago. Finally, click the OK button to create a hyperlink to the newly created page.

NOTE

Don’t forget to add a link to the newly created page in all of the web pages in the site. If there are no links to the newly created page, your visitors won’t be able to get to the new page unless they manually enter the URL of the page in their browser’s Address bar.

Customizing the Family Pictures Page

While family/personal websites are great for sharing recent events, recipes, and important dates, the main attraction to these types of websites is the family pictures. With digital cameras and scanners, it’s incredibly easy to share pictures of your family, pets, vacations, and special events with friends and extended family.

> *“The family/personal website template contains a Family Pictures page where you can share your family’s photographs with others.”*

The family/personal website template contains a Family Pictures page where you can share your family’s photographs with others. To get started posting your pictures online, you need to have the pictures you want to share in a digital format. If you own a digital camera, the photos stored on the camera are already in the needed format. If you want to put film pictures online, you have a couple options. If the picture already exists, you need to get your hands on a ***scanner***.

NOTE

A *scanner* is a piece of equipment that takes papers, pictures, or other paper-based documents and makes a digital copy. Scanners are like copier machines, but rather than printing a copy of the document being scanned, a scanner saves the image to a computer. Scanners are available at numerous stores like Best Buy, Circuit City, and so on, and can range in price from $50 to $500. Many higher-end printers include scanning capabilities.

If you have taken pictures that you've yet to develop, you can get the photographs developed as digital images. For an extra few bucks, photo developers include a CD of your pictures along with the developed photos.

NOTE

Check out Chapter 11 for a more in-depth discussion on digital images, including important digital imaging terminology and techniques for optimizing digital images.

Figure 3.9 shows a screenshot of the Family Pictures page when viewed through Composer. Notice that the Family Pictures page contains a collage of pictures. Each image was added by going to the Insert menu and choosing the Image menu option. This displays the Image Properties dialog box, which we saw back in Figures 3.3 through 3.6. From the Image Properties dialog box, you can select the image you want to display and scale it accordingly. (All images shown on the Family Pictures page, for instance, were scaled so that they were no greater than 200 pixels wide or 200 pixels tall.)

In the next section you'll see how you can add your own images to the Family Pictures page. Before you add your own pictures, though, you'll likely want to take a minute to remove those pictures included with the template. To accomplish this, open the Family Pictures page in Composer and select the image(s) you want to delete. Delete the selected image(s) by pressing the Delete button or by going to the Edit menu and choosing the Delete menu option.

Adding New Images

Adding a new image to the Family Pictures web page involves two steps:

1. Copy the images from your digital camera or scanner to the same folder where you copied the template web pages.
2. Insert the image into the page via the Insert menu's Image menu option.

Copying files from your digital camera or scanner differs depending on what brand of camera or scanner you have, so you'll have to refer to your camera or scanner's instructions to accomplish step 1. If you had your film developed into a CD, copy the images from the CD to the appropriate folder on your hard drive.

TIP

Large files take longer for the visitor to download and can quickly eat up the disk space and monthly bandwidth limits imposed by your web hosting company. You should consider shrinking the image files before adding them to your web page. Refer to Chapter 11 for information and tools on shrinking digital images.

When the images have been copied, open the Family Pictures page in Composer, if you haven't already. To insert an image, go to the Insert menu and select the Image menu option (or, optionally, click the Image icon in the toolbar). This displays the Image Properties dialog box.

From the Locations tab (refer to Figure 3.3), click the Choose File button and pick the image file you want to display. From the Dimensions tab (refer to Figure 3.4), you can scale the image's height and width.

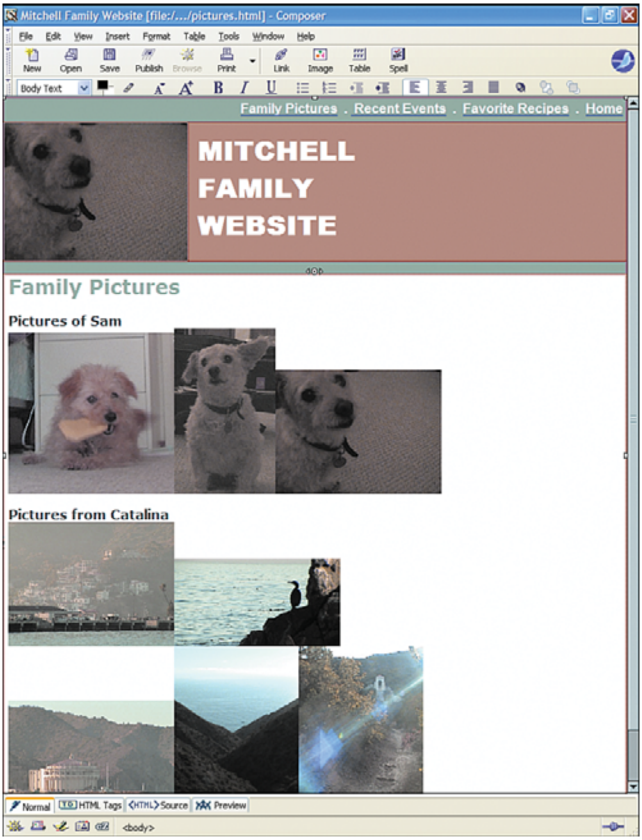

Mitchell Family Website [file:/.../pictures.html] - Composer
File Edit View Insert Format Table Tools Window Help
New Open Save Publish Browse Print Link Image Table Spell
Body Text
Family Pictures . Recent Events . Favorite Recipes . Home
MITCHELL FAMILY WEBSITE
Family Pictures
Pictures of Sam
Pictures from Catalina
Normal HTML Tags Source Preview
<body>

FIGURE 3.9

The Family Pictures page when viewed in Composer.

As Figure 3.9 shows, you can place images either side by side, or beneath one another. To place images side by side, simply insert one image right after the other. To create some space between the images, use the spacebar to add space on the same line, or press the Enter key to have the image appear on the following line. You can also add spacing around the top, bottom, left, and right of an image through the Appearance tab (refer to Figure 3.5).

NOTE

Make sure that the image file you add exists in the same folder as the web page. You'll see why this is important in the "Publishing Your Family/Personal Website" section, but for now realize that it is vital to having the image display properly for users visiting your website.

Publishing Your Family/Personal Website

At this point you have customized the web pages for the family/personal template, but these web pages still reside on your local computer and are not accessible to others via the Internet. As discussed in Chapter 2, these files must be placed on a computer that has a dedicated connection to the Internet. Recall that there are a couple of steps you must go through to obtain a public Internet website. Assuming you have completed these steps, publishing your Composer-created web pages is a breeze.

To publish a particular page, go to the File menu and choose Publish. This displays the

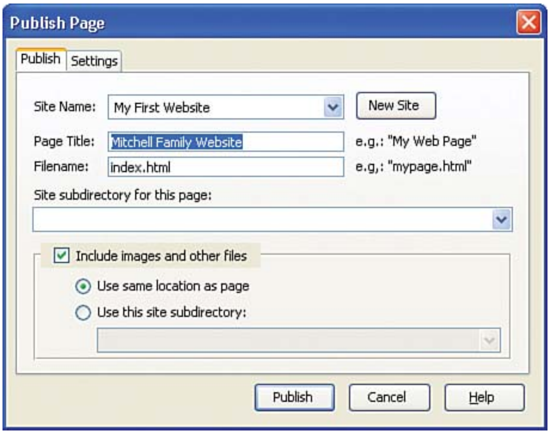
IDEA GALLERY

http://www.internic.net/whois.html

InterNIC
Home
Registrars
FAQ
Whois
Whois Search Results
Search again
Domain
Registrar
Nameserver
Submit

Publish Page dialog box, which contains two tabs: Publish and Settings. As discussed in Chapter 2, the Settings tab allows you to specify information about the FTP server for the website as well as username and password information for the FTP server. You'll need to enter the FTP information provided by your web hosting provider in the Settings tab.

After you fill out the Settings tab, go to the Publish tab, which is shown in Figure 3.10. The Publish tab allows you to customize how the web page is published on the server. The default settings shown in Figure 3.10 are typically sufficient. To publish the web page, simply click the Publish button.



Publish Page

Publish | Settings

Site Name: My First Website

Page Title: Mitchell Family Website e.g.: "My Web Page"

Filename: index.html e.g,: "mypage.html"

Site subdirectory for this page:

☑ Include images and other files

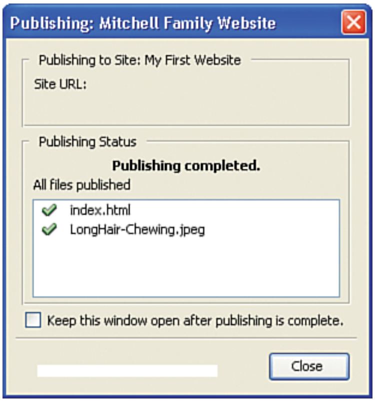
● Use same location as page

○ Use this site subdirectory:

FIGURE 3.10

The Publish Page dialog box is used for publishing a web page to a public web server.

If the page is published successfully, you should see a dialog box like the one shown in Figure 3.11. This dialog box indicates the success or failure of publishing the web page and any associated files.



Publishing: Mitchell Family Website

Publishing to Site: My First Website

Site URL:

Publishing Status

Publishing completed.

All files published

✓ index.html

✓ LongHair-Chewing.jpeg

☐ Keep this window open after publishing is complete.

FIGURE 3.11

The index.html page has been published successfully!

Note that the dialog box in Figure 3.11 shows that two files have been uploaded to the web server—index.html and LongHair-Chewing.jpeg. What about the other web pages, such as *pictures.html*, events.html, and recipes.html? Those need to be uploaded, too.

Unfortunately, with Composer you have to manually publish each of these files separately. That is, you need to open each file to publish in Composer, go to the File menu, and choose the Publish menu option.

NOTE

Notice that when you publish a file to the web server, any image files in the web page are automatically published as well. For example, when the homepage, *index.html,* is published, two files are uploaded to the web server: *index.html* and *LongHair-Chewing.jpeg*. The *LongHair-Chewing.jpeg* is the image file of Sam that is in the upper-left corner of the home page.

Placing Linked Files in the Same Folder

Throughout this chapter when adding hyperlinks to other web pages or image files, I have stressed the importance of placing the web pages or image files being linked to in the same folder as the page you are currently working on. If you do not do this, when users visiting your site click on the link, they will not be taken to the desired page. Rather, they will see an error message informing them that the file requested could not be found.

Additionally, underneath the filename in the Link Properties dialog box there is an option called URL Is Relative to Page Location. When adding a link, this check box should be checked. After choosing a file by clicking the Choose File button, if the check box is unchecked, the text that appears in the drop-down list will look like file://pathToTheFile/FileName. If the check box is checked, the text in the drop-down list will have just the filename and not the file://pathToTheFile/ prepended.

It is important that the file://pathToTheFile/ text does not appear before the filename. If it does, either uncheck the URL Is Relative to Page Location option, which gets rid of the offending text, or simply click on the text and delete the offending text manually.

You may be wondering why it is so important to have the URL Is Relative to Page Location check box checked. If you leave this unchecked, or leave in the file://pathToTheFile/ text, when the web page is published to the publicly available web server, these hyperlinks that were not successfully created will render as broken links in your visitors' web browsers.

> *"Be sure to check the URL Is Relative to Page Location check box for each hyperlink you create, and your hyperlinks will work properly for all web visitors."*

A ***broken link*** is a hyperlink that, when clicked, displays an error informing the users that the web page cannot be found. This error occurs because for links created without URL Is Relative to Page Location checked, the hyperlink's URL is published as file://pathToTheFile/FileName, which is the path and file name on your desktop computer. When users click this link, their web browser will see the file:// and attempt to locate a file on their computer's hard drive located in the specified path and with the specified filename. This file will likely not exist on their computer, and, hence, they will get an error message informing them the file could not be found.

What is important to realize is that since the file exists on your computer, if you are testing your website from your computer, these links render fine because you have these files on your computer! However, others cannot navigate through your website via these improperly created hyperlinks.

The short of it is, be sure to check the URL Is Relative to Page Location check box for each hyperlink you create, and your hyperlinks will work properly for all web visitors.

Testing the Website

After you have published each web page for the family/personal website, take a moment to check out your website through a web browser. Launch your web browser and enter the URL to your website. In doing so you should see your family/personal website's home page.

Click around on the hyperlinks and make sure all pages are accessible. If you get an error message when clicking on a hyperlink, chances are the error is due to one of two causes.

First, the error might have occurred because you forgot to publish the web page that the hyperlink was pointing to. Remember that *every* web page that you created with Composer must be published to the public website. So make sure that the web page you are having trouble accessing was, indeed, published (and published successfully).

If you are certain that the web page you are requesting has indeed been published, then the error might be due to a broken link. That is, the hyperlink you clicked on is directing the user to a URL of a web page that does not exist. This could be due to having created a hyperlink to an existing file but then later changing the filename and not updating the hyperlink's URL. Also, it might be due to not having checked the URL Is Relative to Page Location check box in the Link Properties dialog box. (See the "Placing Linked Files in the Same Folder" section earlier in this chapter for more details on this check box.)

In either case, you'll need to reopen the web page that contains the offending link, fix the link problem, and republish the page.

Summary

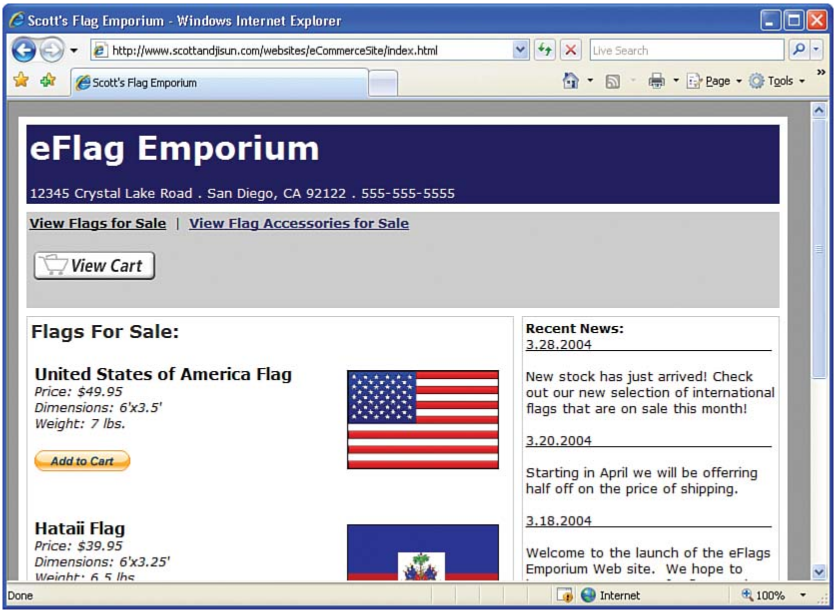
Customizing a website template with Composer can be both fun and easy. The family/personal website template presented in this chapter had a home page and three sections: a series of digital photographs, the latest family news, and favorite family recipes. As you saw, customizing the existing pages—changing the text content, altering the colors, selecting a different font or formatting, and so on—is easy to accomplish with Composer. You can edit a web page just like you would edit a document with a word processor program.

In addition to working with the provided template web pages, you are encouraged to add additional pieces to your family/personal website so that the site is customized for you and your family. As discussed in this chapter, to add new pages, you start by creating a new web page with the layout as another page in your template. From there, you can customize the new page's content. After this, all that remains is to update the other pages so that they provide a hyperlink to the newly created page.

We also looked at how to publish the template to a web server when the customizations had been completed. To publish your web pages, you need to load each web page in Composer and choose the Publish menu option from the File menu. Publishing your web page uploads the actual web page along with any images displayed in the page. When all of your web pages have been uploaded to the website, anyone with an Internet connection can view your site through a browser!

CHAPTER 4

Creating an Online Storefront


Scott's Flag Emporium - Windows Internet Explorer
http://www.scottandjisun.com/websites/eCommerceSite/index.html
Live Search
Scott's Flag Emporium
Page
Tools
View Cart
Add to Cart
Done
Internet
100%

eFlag Emporium

12345 Crystal Lake Road . San Diego, CA 92122 . 555-555-5555

View Flags for Sale | View Flag Accessories for Sale

Flags For Sale:

United States of America Flag
Price: $49.95
Dimensions: 6'x3.5'
Weight: 7 lbs.

Hataii Flag
Price: $39.95
Dimensions: 6'x3.25'
Weight: 6.5 lbs.

Recent News:

3.28.2004

New stock has just arrived! Check out our new selection of international flags that are on sale this month!

3.20.2004

Starting in April we will be offering half off on the price of shipping.

3.18.2004

Welcome to the launch of the eFlags Emporium Web site. We hope to

As the popularity of the Internet has ballooned over the years, many businesses have made their inventory available for purchase online. These types of websites marry commerce and the Internet and are hence referred to as eCommerce websites. There is a plethora of eCommerce websites selling a wide range of products online. Amazon.com, one of the most well-known eCommerce sites, sells a vast array of products, from books to video games and DVDs to kitchenware and garden tools.

> *"As the popularity of the Internet has ballooned over the years, many businesses have begun making their inventory available for purchase online. These types of websites marry commerce and the Internet and are hence referred to as eCommerce websites."*

Successful eCommerce websites have been built for both companies choosing to sell strictly online and those companies who have had decades of history selling products in traditional brick and mortar stores. For example, Amazon.com is one of many companies that sell products exclusively on the Internet. There are no Amazon.com stores where you can stroll in and peruse the inventory. Wal-Mart, the world's largest brick and mortar retailer with more than 7,500 stores worldwide, also has an eCommerce site—www.WalMart.com—which attracts more than 300 million visitors per year.

An eCommerce website must provide the following functionality:

- Display the items for sale along with their prices.
- Provide a means for a user to add one or more items to his "shopping cart."
- Accept payment information from a customer. (This typically involves the customer providing his credit card information.)

In this chapter, you build your own eCommerce website that implements these features.

NOTE

The three requirements for an eCommerce site—listing the items for sale, providing a shopping cart, and accepting payment—are the minimum needed. Many eCommerce websites offer additional functionality, such as searching the products for sale, sorting the products by price or name, and allowing users to leave feedback about various products.

The eCommerce site we create in this chapter does not include any of these more advanced features. The site is, however, fully functional, allowing visitors to buy products online.

Accepting credit card payments and maintaining a shopping cart are anything but trivial tasks. Fortunately, PayPal provides a Premier Account with merchant services that provides a means for processing credit card payments and for supporting a shopping cart interface. There are no upfront costs associated with using the PayPal Premier Account—the only cost is a small percentage of the total sales. The "Creating a PayPal Premier Account" section discusses these fees and how to get started creating a PayPal Premier Account.

Examining the eCommerce Website Template

All eCommerce websites provide a core set of functionality. Since the purpose of an eCommerce website is to provide a means for visitors to purchase products online, the eCommerce site must list the products for sale, allow users to add one or more products to their shopping cart, and finally provide a means for users to purchase the products.

The eCommerce site template is one for a fictional company—eFlags Direct. eFlags Direct sells both flags and flag accessories, such as flag poles, ropes, clips, and so on. The eFlags Direct template breaks up its products for sale into two categories: Flags and Flag Accessories. By visiting these categories, users can add flag accessories to their shopping cart.

In addition to listing the products for sale, shoppers must be able to add products to their shopping cart. Creating a shopping cart is not a trivial task; it requires advanced computer programming skills that are far beyond the scope of this book. Fortunately, PayPal offers a shopping cart that can be plugged into the eCommerce website template by inserting a few lines of HTML.

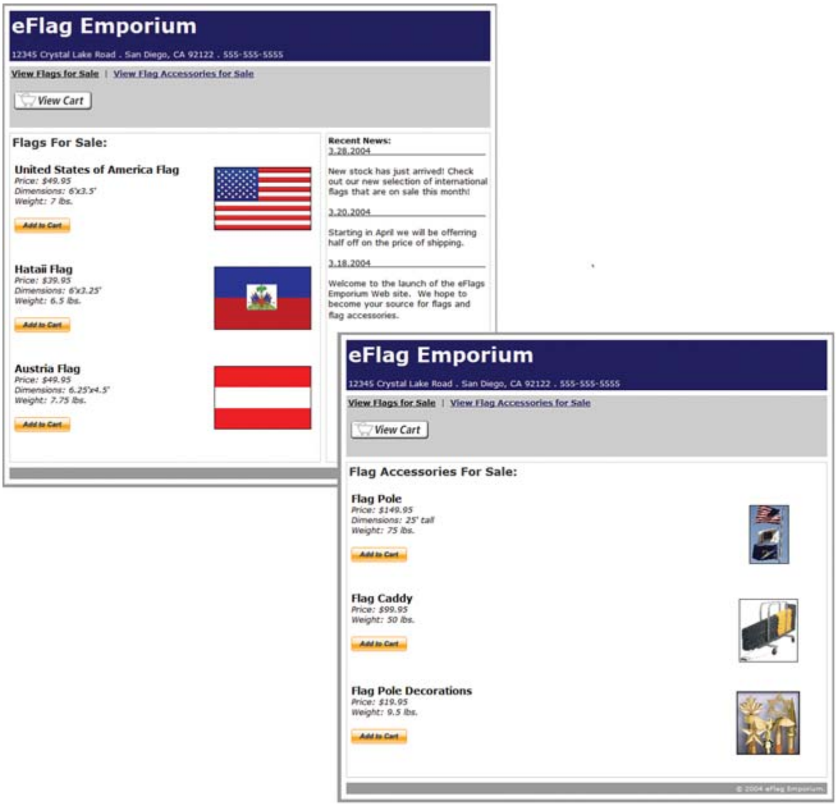
The last vital piece of an eCommerce website is accepting payment, which involves showing users their balance due. The amount they owe is typically the sum of the products purchased, any sales tax that needs to be added, plus any shipping costs. After reviewing their shopping cart and balance due, users are prompted to enter their credit card information and complete the transaction. Creating a web page to provide a bill, to accept payment information, and to properly bill it, is a complex task. The good news is that PayPal also provides a means for payment that can be plugged into our eCommerce website.

The eCommerce website template is shown in Figure 4.1. Notice that it's composed of two pages: a list of the flags for sale and a list of the flag accessories for sale. Each item for sale includes a picture, a description, and an Add to Cart button. Clicking the Add to Cart button adds the item to the user's PayPal shopping cart. A user can check out by clicking the View Cart hyperlink.

Working with the eCommerce website template requires a little more customization than required with previous templates. First, you need to create a free Premier Account through PayPal.com. Then, based on your information, you have to tailor the Add to Cart button and View Cart hyperlink.

NOTE

In the next chapter, "Selling Products with an eBay Store," you'll see how to use eBay Stores to list your products for sale as well as process payment from customers. eBay Stores make getting started selling online easier but limit the flexibility you have in customizing the online store front's appearance. Before deciding which approach to use—creating a custom online store-front or using eBay Stores—I'd encourage you to read both this chapter and the next, and then make an educated decision based upon your business's needs.



eFlag Emporium

12345 Crystal Lake Road . San Diego, CA 92122 . 555-555-5555

View Flags for Sale | View Flag Accessories for Sale

Flags For Sale:

United States of America Flag
Price: $49.95
Dimensions: 6'x3.5'
Weight: 7 lbs.

Hataii Flag
Price: $39.95
Dimensions: 6'x3.25'
Weight: 6.5 lbs.

Austria Flag
Price: $49.95
Dimensions: 6.25'x4.5'
Weight: 7.75 lbs.

Recent News:

3.28.2004

New stock has just arrived! Check out our new selection of international flags that are on sale this month!

3.20.2004

Starting in April we will be offering half off on the price of shipping.

3.18.2004

Welcome to the launch of the eFlags Emporium Web site. We hope to become your source for flags and flag accessories.

eFlag Emporium

12345 Crystal Lake Road . San Diego, CA 92122 . 555-555-5555

View Flags for Sale | View Flag Accessories for Sale

Flag Accessories For Sale:

Flag Pole
Price: $149.95
Dimensions: 25' tall
Weight: 75 lbs.

Flag Caddy
Price: $99.95
Weight: 50 lbs.

Flag Pole Decorations
Price: $19.95
Weight: 9.5 lbs.

© 2004 eFlag Emporium

FIGURE 4.1

The eCommerce website template.

Customizing the Home Page

The eCommerce website template's home page starts by listing the company's name, address, and contact information at the top of the page. Underneath that, there is a series of navigational hyperlinks listing the product categories, along with a View Cart button.

To change the name of one of the product categories, click the product category text and, using the keyboard, alter the link's text. To change the URL that the hyperlink points to, right-click on the link and choose the Link Properties menu option. This, as you've seen in previous chapters, displays the Link Properties dialog box, from which you can change the link's location.

TIP

To create a new navigational link, set the focus to the point where you want the new link to be placed. Then go to the Insert menu and choose the Link menu option. This displays the Link Properties dialog box, prompting you for the link's text and location.

The View Cart button links to PayPal.com's website and, when clicked, displays the items in the user's shopping cart and provides a checkout process. You'll need to configure this View Cart button based on your own PayPal.com account. The next section examines the steps necessary to create a Premier Account with merchant services and to configure the View Cart button.

Underneath the navigation hyperlinks are two table cells. The one on the left lists the flags for sale. The one on the right lists recent site news.

The template contains descriptions and pictures for flags. You'll need to change the description and pictures to match the products you're selling. To edit the picture, right-click on the picture and choose the Image Properties menu option. This displays the Image Properties dialog box from which you can specify the image file to use, along with its dimensions and other aesthetic properties.

At the end of each product description, there's an Add to Cart button. This button ties into PayPal.com to integrate a shopping cart with the eCommerce site. To have this button work correctly, you'll need to first create a PayPal.com Premier Account.

Configuring the Add to Cart Buttons

The Add to Cart button allows visitors to add a specific flag or flag accessory to their shopping cart. Note that there is an Add to Cart button next to each item for sale. Users can add multiple items to their cart by clicking the Add to Cart button for each item they want to buy. After filling their cart, the shoppers can pay for their purchased items.

Your task is to create an appropriately configured Add to Cart button for each item you are selling. Before we examine the steps for creating the Add to Cart buttons, you need to register for a PayPal Premier Account. There are no costs or fees associated with creating a PayPal Premier Account, so feel free to follow along in creating your own PayPal account!

Creating a PayPal Premier Account

PayPal—on the Web at www.paypal.com—was founded in 1998 to allow individuals and businesses to send and receive online payments easily, reliably, and securely. Anyone can create a free PayPal account and then transfer money into the account by sending PayPal a check, by having the money drafted from the bank or through a credit card transaction. After the money is in your account, you can send the money to another PayPal member by simply supplying that person's email address and the amount you want to send. You can, at any time, withdraw all or part of the funds in your PayPal account, either through a direct deposit into your bank account or via a check.

WHAT IS AN ONLINE SHOPPING CART?

If you've ever purchased something online, you likely are familiar with online shopping carts. For those who have not yet purchased something online, though, an online shopping cart is similar in concept to a grocery store shopping cart—it simply serves as a receptacle into which you can place your items prior to purchasing.

The user experience of an online shopping cart goes as follows: A visitor browses through the eCommerce website, checking out the products for sale. If she finds a particular item she'd like to purchase, she clicks the Add Item to Cart button next to the item of interest. This adds the item to the shopping cart. At this point the shopper can continue to browse through the items for sale, adding additional items to the shopping cart.

Once our shopper has finished browsing and is ready to check out, she can click a Checkout button that will present her with a bill and ask for payment information. At this time our shopper would enter her credit card information.

NOTE

In 2002, PayPal was acquired by eBay. Not surprisingly, eBay strongly encourages using PayPal as a means for paying for auctions on eBay.

Since its inception, PayPal has continued to offer more features to facilitate its main goal of allowing online payments. One such feature is the PayPal Premier Account, which is designed to allow individuals and small businesses to accept payments online. The Premier Account provides a shopping cart and a payment process, both of which reside on PayPal's website.

The Premier Account works as follows:

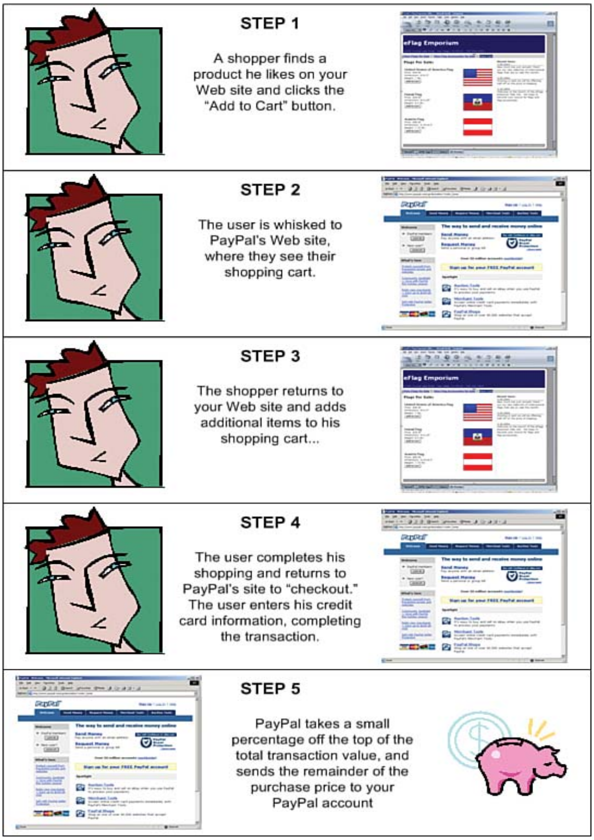
1. Users visit your site and find a product they are interested in buying.
2. They click the Add to Cart button next to the desired product's name, which takes them to PayPal's website, adds the item to the shopping cart, and displays the shopping cart. They can, at that point, check out by paying for the item, or they can return to your website to continue shopping.
3. When customers have finished shopping, they return to the shopping cart on PayPal's website and enter their payment information. After successfully providing their payment information, they are sent back to your website.

If a customer makes a purchase from your website of, say, $10, what happens is the following: PayPal charges the user's credit card for $10. After the monies have been cleared, PayPal takes a small percentage of the sale—2.9% plus a 30 cent transaction fee. The remainder of the balance is then credited into your PayPal account. Also, after a payment has been processed, you are sent an email informing you of the purchase so that you can ship the buyer's goods to her.

Figure 4.2 provides an illustration of the process of a visitor making a purchase from your website. What's important to realize is that the shopping cart and payment processing are done entirely on PayPal's website. This has several advantages, the big ones being that you can sell products on your site without needing to process credit card transactions or concern yourself with the complexities involved in setting up an online shopping cart and payment processing.

FIGURE 4.2

PayPal handles the shopping cart and payment processing on its website.



STEP 1

A shopper finds a product he likes on your Web site and clicks the "Add to Cart" button.

STEP 2

The user is whisked to PayPal's Web site, where they see their shopping cart.

STEP 3

The shopper returns to your Web site and adds additional items to his shopping cart...

STEP 4

The user completes his shopping and returns to PayPal's site to "checkout." The user enters his credit card information, completing the transaction.

STEP 5

PayPal takes a small percentage off the top of the total transaction value, and sends the remainder of the purchase price to your PayPal account

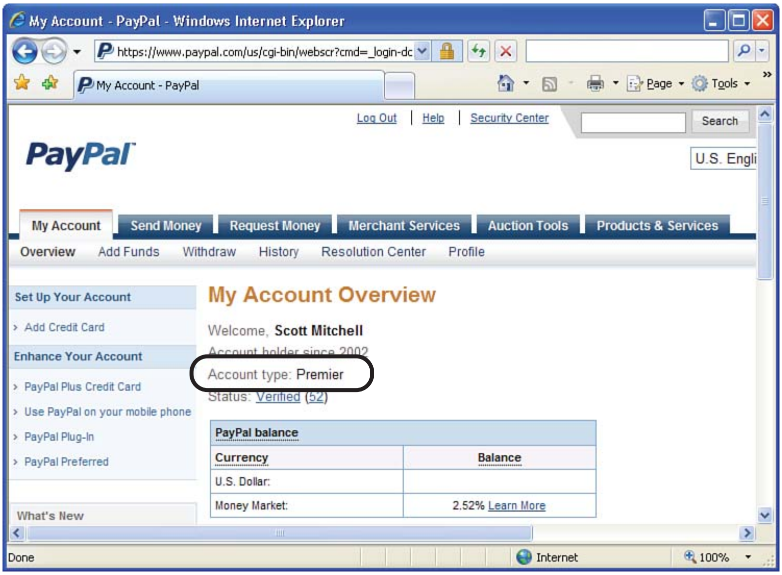
PayPal offers accounts for both individuals and businesses. Business accounts have access to the Premier Account features by default. The accounts tailored for individuals are broken into two classes:

- Personal Accounts
- Premier Accounts

Personal Accounts do not impose any sort of fee on receiving or sending money, but they do not offer the capability to receive credit card payments. With a Personal Account, you can only receive payment from another PayPal member's balance. Upgrading to a Premier account grants you access to the merchant tools, but beware—***all*** payments—not just credit card payments—are subject to a fee off the top.

If you have an existing PayPal account, the first step is to determine what type of account you have. To do this, log in to PayPal. In the Account Overview screen, you see what type of account you have. As Figure 4.3 shows, I have a Premier Account.

If you do not have a Premier Account, you need to upgrade your account. In the Account Overview screen, you should find a link titled Upgrade Account. Click this to begin the upgrade process.


My Account - PayPal - Windows Internet Explorer
https://www.paypal.com/us/cgi-bin/webscr?cmd=_login-dc
My Account - PayPal
Page
Tools
Log Out
Help
Security Center
Search
PayPal
U.S. Engli
My Account
Send Money
Request Money
Merchant Services
Auction Tools
Products & Services
Overview
Add Funds
Withdraw
History
Resolution Center
Profile
Set Up Your Account
Add Credit Card
Enhance Your Account
PayPal Plus Credit Card
Use PayPal on your mobile phone
PayPal Plug-In
PayPal Preferred
What's New
Done
Internet
100%

My Account Overview

Welcome, Scott Mitchell
Account holder since 2002
Account type: Premier
Status: Verified (52)

PayPal balance	
Currency	Balance
U.S. Dollar:	
Money Market:	2.52% Learn More

FIGURE 4.3

The Account Overview screen informs existing PayPal members what type of account they have.

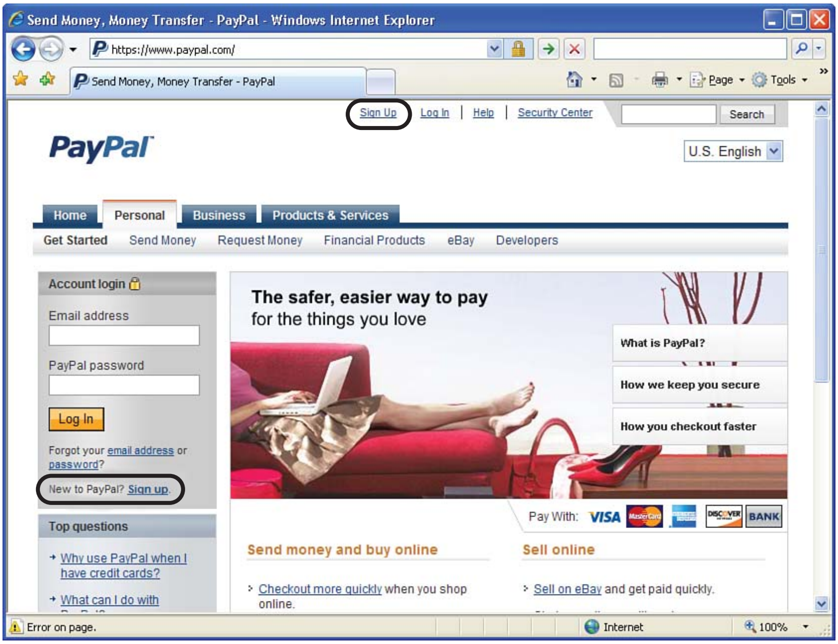
If you do not have a PayPal account at all, you need to create a new Premier Account. This process is free and only takes a few moments of your time. Start by going to PayPal's home page—www.paypal.com—and click on one of the Sign Up links shown in Figure 4.4.

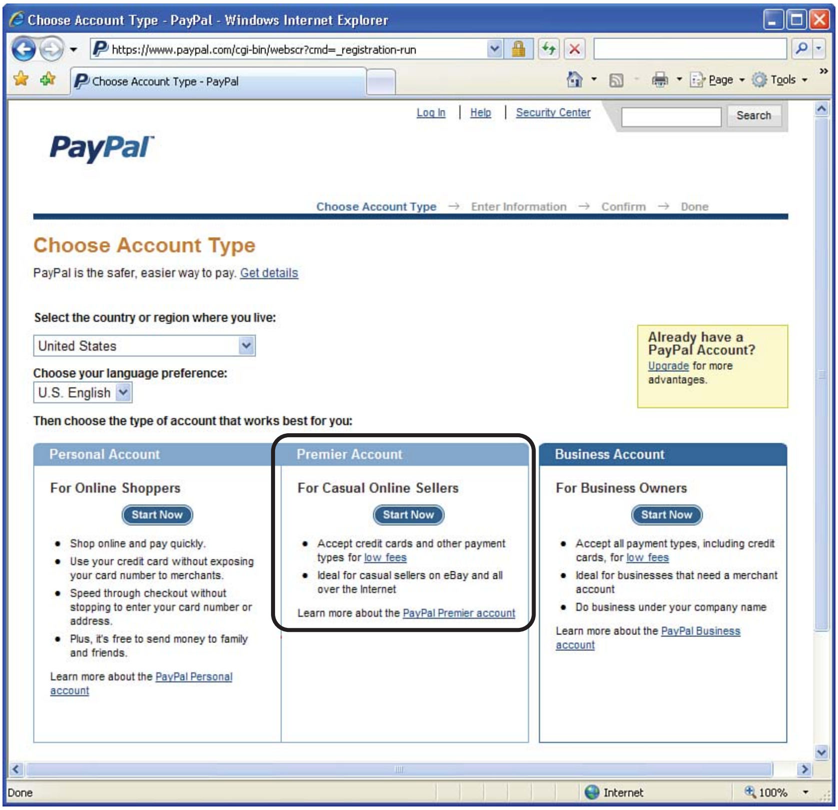
You are first asked whether you want to create a Personal Account, Premier Account, or Business Account, and for which country and in which language (see Figure 4.5). Create a Premier Account. Next, you are asked for information such as your name, address, phone number, email address, and so on (see Figure 4.6). The final step involves sending a confirmation email to the email address you supplied. Follow the instructions in the email you receive to complete the registration process.

Congratulations! At this point you have created a PayPal Premier Account that has access to the merchant features. You're one step closer to building your eCommerce website.

FIGURE 4.4

Click on one of the Sign Up links to create a new PayPal account.


Send Money, Money Transfer - PayPal - Windows Internet Explorer
https://www.paypal.com/
Send Money, Money Transfer - PayPal
Page
Tools
Sign Up
Log In
Help
Security Center
Search
PayPal
U.S. English
Home
Personal
Business
Products & Services
Get Started
Send Money
Request Money
Financial Products
eBay
Developers
Account login
Email address
PayPal password
Log In
Forgot your email address or password?
New to PayPal? Sign up.
Top questions
Why use PayPal when I have credit cards?
What can I do with
The safer, easier way to pay for the things you love
What is PayPal?
How we keep you secure
How you checkout faster
Pay With: VISA MasterCard DISCOVER BANK
Send money and buy online
Checkout more quickly when you shop online.
Sell online
Sell on eBay and get paid quickly.
Error on page.
Internet
100%


Choose Account Type - PayPal - Windows Internet Explorer
https://www.paypal.com/cgi-bin/webscr?cmd=_registration-run
Choose Account Type - PayPal
Page
Tools
Log In
Help
Security Center
Search
PayPal
Start Now
Start Now
Start Now
Done
Internet
100%

Choose Account Type → Enter Information → Confirm → Done

Choose Account Type

PayPal is the safer, easier way to pay. Get details

Select the country or region where you live:

United States

Choose your language preference:

U.S. English

Already have a PayPal Account? Upgrade for more advantages.

Then choose the type of account that works best for you:

Personal Account

For Online Shoppers

- Shop online and pay quickly.
- Use your credit card without exposing your card number to merchants.
- Speed through checkout without stopping to enter your card number or address.
- Plus, it's free to send money to family and friends.

Learn more about the PayPal Personal account

Premier Account

For Casual Online Sellers

- Accept credit cards and other payment types for low fees
- Ideal for casual sellers on eBay and all over the Internet

Learn more about the PayPal Premier account

Business Account

For Business Owners

- Accept all payment types, including credit cards, for low fees
- Ideal for businesses that need a merchant account
- Do business under your company name

Learn more about the PayPal Business account

FIGURE 4.5

Choose to create a business or personal account.

Getting the Add to Cart Button HTML

To allow your visitors to add an item to their shopping cart, you need to add an Add to Cart button next to each product for sale on your website. The button, when clicked, directs the users to PayPal's website, adding the item to the their shopping cart.

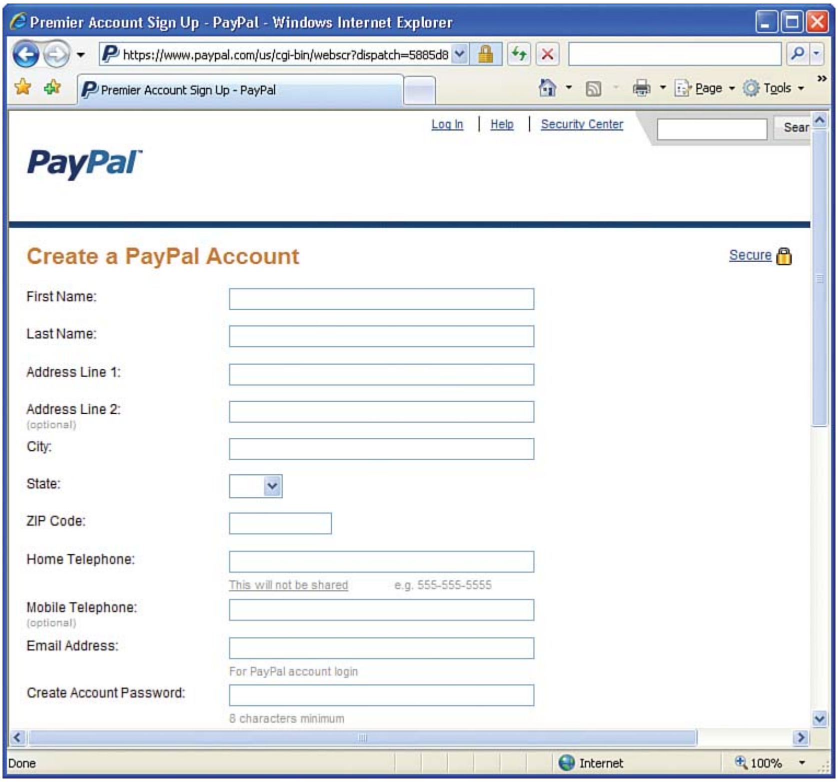
NOTE

In the template, there already is an Add to Cart button. To customize the template for your site, you'll need to delete this button and add in your customized button.

"PayPal offers a wizard that steps you through the process of generating the Add to Cart button."

FIGURE 4.6

Provide your personal information.



Premier Account Sign Up - PayPal - Windows Internet Explorer
https://www.paypal.com/us/cgi-bin/webscr?dispatch=5885d8
Premier Account Sign Up - PayPal
Page
Tools
Log In
Help
Security Center
Sear
PayPal
Secure
Done
Internet
100%

Create a PayPal Account

First Name:

Last Name:

Address Line 1:

Address Line 2: (optional)

City:

State:

ZIP Code:

Home Telephone:

This will not be shared e.g. 555-555-5555

Mobile Telephone: (optional)

Email Address:

For PayPal account login

Create Account Password:

8 characters minimum

In previous chapters you saw how hyperlinks can be used to transfer a user from one web page to another. In addition to hyperlinks, there are more involved techniques for transferring a user from one page to another. One such technique involves the use of ***forms***. A thorough discussion of forms is beyond the scope of this book—it is mentioned solely because this is the technique used to transfer the user from our website to PayPal's website when adding an item to the shopping cart and when checking out.

Don't worry, you don't have to be a computer expert to create the Add to Cart buttons. PayPal offers a wizard that steps you through the process of generating the Add to Cart button. At the end of the wizard, you are given a snippet of HTML, which can be directly pasted into your web page where you want the Add to Cart button to appear.

The first step to generating the Add to Cart button HTML is to go to PayPal's website and log in. Next, click on the Merchant Services tab at the top of any PayPal web page. This takes you to the Merchant Services home page, shown in Figure 4.7. From the Merchant Services home page, click the Add to Cart Button hyperlink.

This begins a two-page process where you are asked several questions about the product being sold, such as its title, price, item number, and other information. Let's create the button HTML for the United States of America flag. The first page of the two-page wizard starts by asking you to supply the Item Name, Item ID, Price, and Currency.

TIP

The Item ID field is optional but is useful if you are selling a large number of items. When a user makes a purchase from your site, you receive an email with a list of what products she bought. This includes the product name, along with the Item ID (if provided). So, if you keep track of your products by some ID, enter this ID into the Item ID field.

Figure 4.8 shows a screenshot of the first page of the wizard after suitable values have been entered into these fields for the United States flag. (Note that I arbitrarily chose 311 as the Item ID for the U.S. flag.)

After you have entered the product's name, ID, price, and so on, scroll down to the bottom of this first page. You'll be prompted to select the Add to Cart button and to choose your shipping and sales tax preferences. PayPal provides two buttons (shown in Figure 4.9), but if you have a custom-made button, you can supply the URL of this button image. I am going to use PayPal's 96x21 Add to Cart image.

IDEA GALLERY

http://www.alentus.com/hosting/

.Text is a powerful blogging engine that is used to host hundreds of blogs. It can be used to host 1 to X number of blogs using a single IIS application. The application is written entirely in C#/ASP.NET and was built using VS.NET 1.1

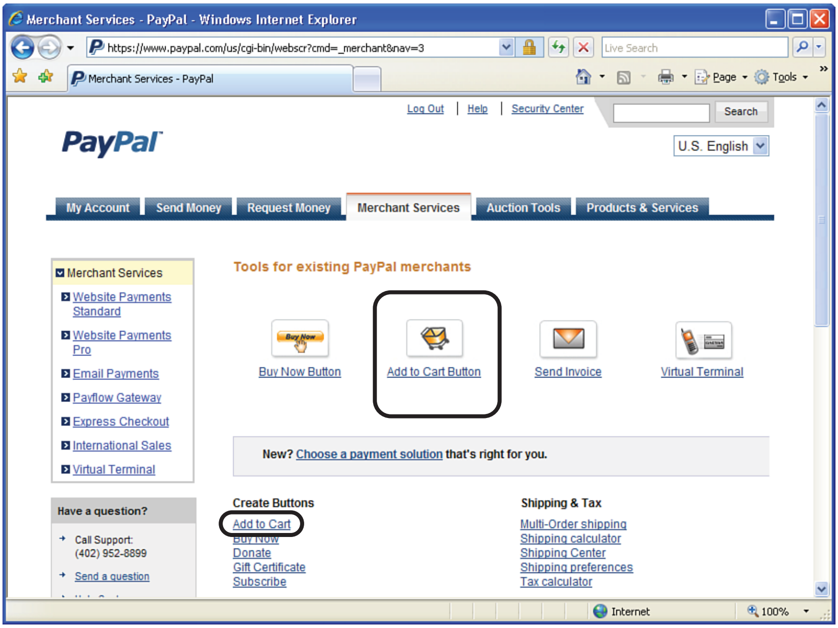
Dedicated Hosting
Shared Hosting
Affiliates/Partners
Online Catalog
SQL
Catalog
Affiliate Program
Checkout
Search
Sign In
Search:
Shopping Cart:
0 Items in Cart
Total: $0.00

LOOKING FOR A WEB HOSTING SITE—SHOP AROUND

Some great sites are out there for hosting your website. We found Alentus to have a range of services and an online catalog of features. Shop around for the best deal and the types of services that you want. You might need only a small amount of space for a family or hobby website, which you can usually get from your Internet provider. Most accounts offer FTP access and more than 1 gigabyte of space for your own little website. But if you want to create a larger website, especially one that involves selling products or services, you might want to let a hosting site do most of the work for you. These sites take care of mass emailing, shopping carts, online catalogs, and newsletters for you. They also have security for your site, which can be difficult to program by yourself if you're a beginner. They have firewalls to prevent hackers from destroying your website as well as SSL (Secure Sockets Layer) that allows your visitors to perform transactions in a secure environment.

FIGURE 4.7

From the Merchant Services home page, click on the Add to Cart Button link.

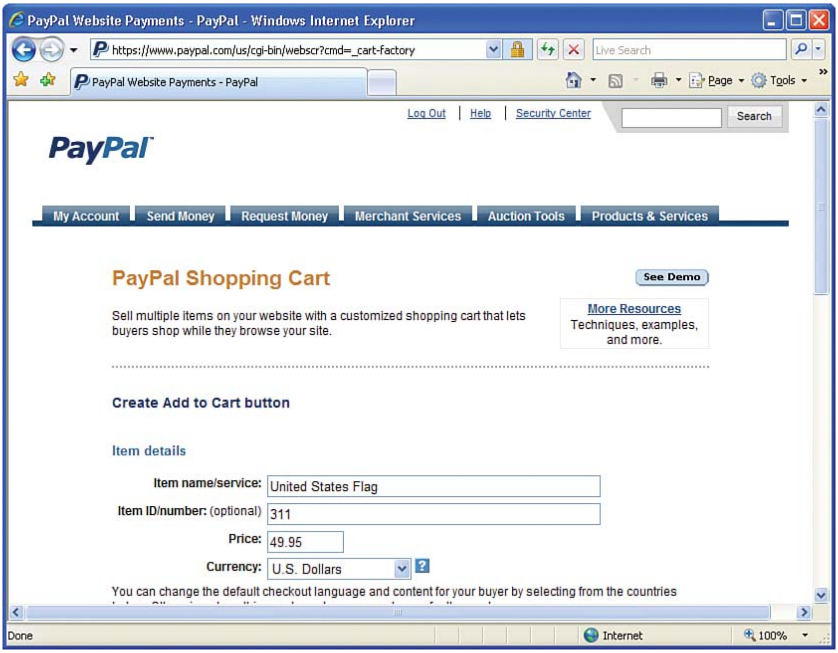

Merchant Services - PayPal - Windows Internet Explorer
https://www.paypal.com/us/cgi-bin/webscr?cmd=_merchant&nav=3
Live Search
Merchant Services - PayPal
Page
Tools
Log Out
Help
Security Center
Search
PayPal
U.S. English
My Account
Send Money
Request Money
Merchant Services
Auction Tools
Products & Services
Merchant Services
Website Payments Standard
Website Payments Pro
Email Payments
Payflow Gateway
Express Checkout
International Sales
Virtual Terminal
Have a question?
Call Support: (402) 952-8899
Send a question
Buy Now
Buy Now Button
Add to Cart Button
Send Invoice
Virtual Terminal
Create Buttons
Add to Cart
Buy Now
Donate
Gift Certificate
Subscribe
Shipping & Tax
Multi-Order shipping
Shipping calculator
Shipping Center
Shipping preferences
Tax calculator
Internet
100%

Tools for existing PayPal merchants

New? Choose a payment solution that's right for you.

FIGURE 4.8

The first step involves providing information about the product for sale.


PayPal Website Payments - PayPal - Windows Internet Explorer
https://www.paypal.com/us/cgi-bin/webscr?cmd=_cart-factory
Live Search
PayPal Website Payments - PayPal
Page
Tools
Log Out
Help
Security Center
Search
PayPal
My Account
Send Money
Request Money
Merchant Services
Auction Tools
Products & Services
See Demo
Done
Internet
100%

PayPal Shopping Cart

Sell multiple items on your website with a customized shopping cart that lets buyers shop while they browse your site.

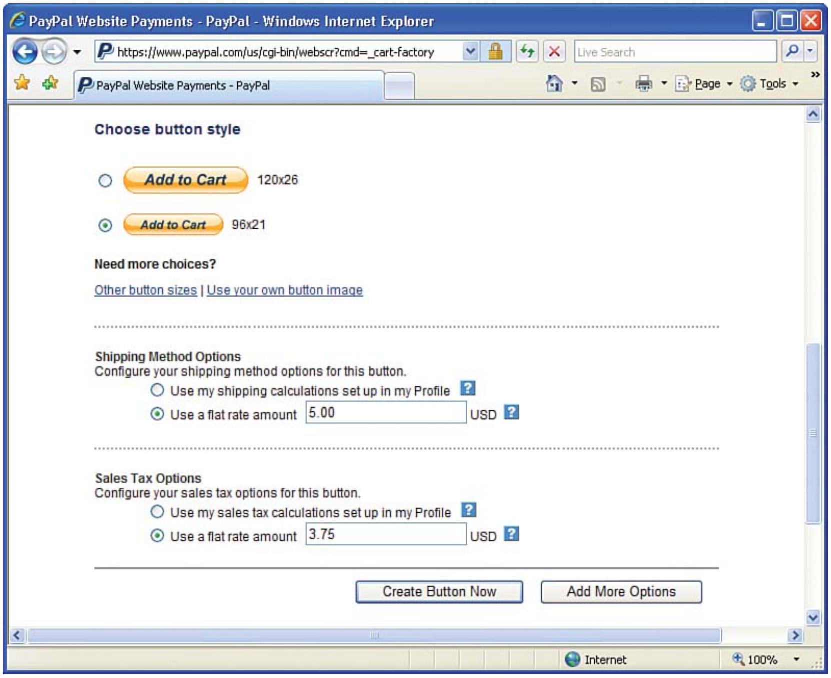
More Resources
Techniques, examples, and more.

Create Add to Cart button

Item details

Item name/service: United States Flag
Item ID/number: (optional) 311
Price: 49.95
Currency: U.S. Dollars

You can change the default checkout language and content for your buyer by selecting from the countries


PayPal Website Payments - PayPal - Windows Internet Explorer
https://www.paypal.com/us/cgi-bin/webscr?cmd=_cart-factory
Live Search
PayPal Website Payments - PayPal
Page
Tools
Internet
100%

Choose button style

○ Add to Cart 120x26

● Add to Cart 96x21

Need more choices?

Other button sizes | Use your own button image

Shipping Method Options
Configure your shipping method options for this button.

○ Use my shipping calculations set up in my Profile
● Use a flat rate amount 5.00 USD

Sales Tax Options
Configure your sales tax options for this button.

○ Use my sales tax calculations set up in my Profile
● Use a flat rate amount 3.75 USD

Create Button Now
Add More Options

FIGURE 4.9

Click the Add More Options button to provide information on sales tax and shipping costs.

To provide a flat shipping cost, enter the amount in the text box. If you have more complex shipping cost calculations, you need to configure these options from your PayPal account profile. PayPal allows for highly customized shipping cost charges. For instance, you can define different shipping costs based on the buyer's ship-to address and the shipment method selected. The shipping rates can be based on the cost of the purchased item, its weight, or the quantity of items purchased; they can be fixed amounts or based on percentages of these metrics.

Similarly, you can enter a flat sales tax amount or set up more custom rules in your profile. Figure 4.9 shows the wizard when entering a flat shipping cost of $5.00 and a flat sales tax of $3.75.

When the customer checks out, his bill totals the sum of the prices of items purchased, plus the shipping costs, if specified, plus any sales tax, if specified.

TIP

I encourage you to specify shipping costs and sales tax information in your profile. Not only does this allow for more customization on how shipping costs and sales taxes are computed, but this information is also remembered. If you enter flat shipping costs and sales tax information in the Add to Cart Wizard, you must re-enter it every time you create a new Add to Cart button.

There are two buttons at the bottom of the Add to Cart Wizard screen: Create Button Now and Add More Options. The Add More Options button takes you to another page with additional Add to Cart configuration options. These extra options are not covered here, as they're only necessary in more advanced shopping cart scenarios.

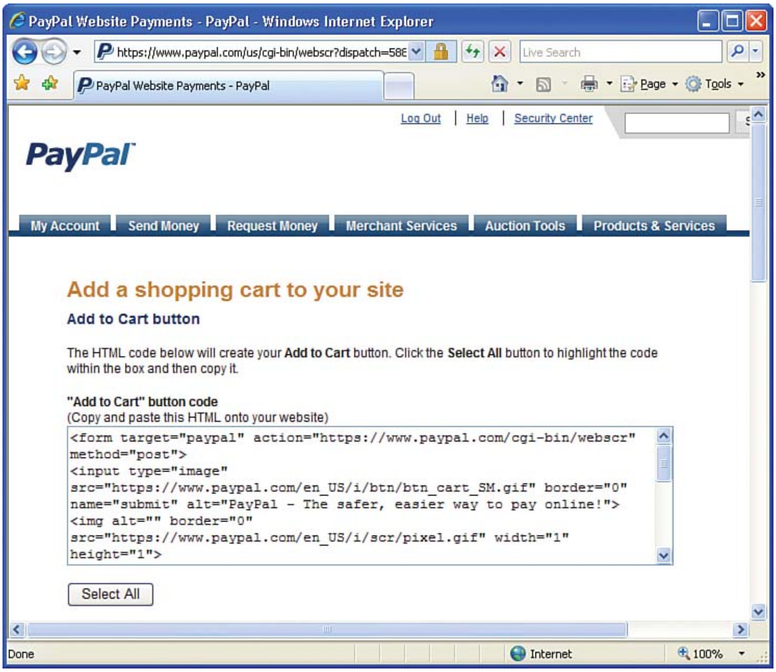
To complete the Add to Cart Wizard, click the Create Button Now button. This takes you to a page that displays the button's HTML.

Viewing the Add to Cart Button's HTML

After you have clicked the Create Button Now button, you are taken to a page that contains the HTML for the Add to Cart button. Figure 4.10 shows a screenshot of this page.

FIGURE 4.10

PayPal generates the HTML for the Add to Cart and the View Cart buttons.



PayPal Website Payments - PayPal - Windows Internet Explorer
https://www.paypal.com/us/cgi-bin/webscr?dispatch=58E
Live Search
PayPal Website Payments - PayPal
Page
Tools
Log Out
Help
Security Center
PayPal
My Account
Send Money
Request Money
Merchant Services
Auction Tools
Products & Services

Add a shopping cart to your site

Add to Cart button

The HTML code below will create your **Add to Cart** button. Click the **Select All** button to highlight the code within the box and then copy it.

"Add to Cart" button code
(Copy and paste this HTML onto your website)

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/btn_cart_SM.gif" border="0"
name="submit" alt="PayPal - The safer, easier way to pay online!">
<img alt="" border="0"
src="https://www.paypal.com/en_US/i/scr/pixel.gif" width="1"
height="1">
```

Select All
Done
Internet
100%

There are actually two snippets of HTML on this page. The first one is in the text box labeled Add to Cart Button Code. This HTML is what you place next to the United States Flag product. Doing so displays an Add to Cart button. The second snippet of HTML is in the text box labeled View Cart Button Code.

The HTML in this second text box takes the user to his shopping cart. Specifically, it displays a button titled View Cart. In the "Viewing the Shopping Cart" section, you see how to add this View Cart button.

TIP

At the bottom of this page, you find a button called Create Another Button. Clicking this button takes you back to the first page of the wizard with your previous values pre-entered into the various text boxes. Because you need to create an Add to Cart button for each product for sale, click the Create Another Button to quickly return to the Add to Cart Wizard.

Adding the Add to Cart Button into the Template

To customize the template's Add to Cart button with your own PayPal.com merchant information, you'll need to first delete the existing Add to Cart button. Notice that around the button is a green, dashed border. To remove the Add to Cart button, right-click on this border and choose the Delete menu option.

NOTE

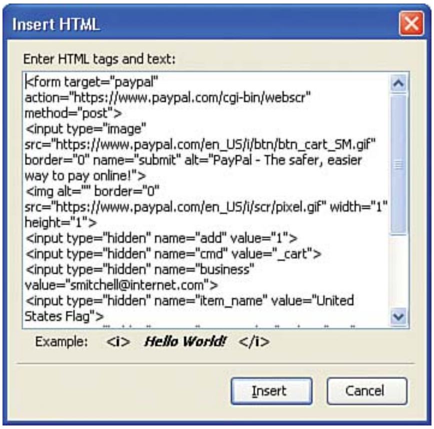
After deleting the Add to Cart button, the green, dashed border should disappear. If you still see the green, dashed border, but without the button, try again, making sure to right-click on the dashed border.

After you have deleted the Add to Cart button in the template, you're ready to add your custom Add to Cart button. To accomplish this, you'll need to copy and paste the HTML from the PayPal.com wizard's Add to Cart Button Code text box to the appropriate location in the web page.

First go to the PayPal web page and copy the HTML in the first text box to your computer's Clipboard. (This is accomplished by first selecting the text in the text box and then going to the Edit menu and choosing Copy.)

Now, return to the Composer window. To insert the HTML copied from the PayPal web page, go to the Insert menu and choose the HTML menu option. This displays the Insert HTML dialog box (shown in Figure 4.11). Paste the HTML from your computer's Clipboard into this dialog box by pressing the Control (Ctrl) and V keys on your keyboard simultaneously.

After you have pasted in the HTML from the PayPal web page, click the Insert button to paste this HTML content into the web page.



```
<form target="paypal"
action="https://www.paypal.com/cgi-bin/webscr"
method="post">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/btn_cart_SM.gif"
border="0" name="submit" alt="PayPal - The safer, easier
way to pay online!">
<img alt="" border="0"
src="https://www.paypal.com/en_US/i/scr/pixel.gif" width="1"
height="1">
<input type="hidden" name="add" value="1">
<input type="hidden" name="cmd" value="_cart">
<input type="hidden" name="business"
value="smitchell@internet.com">
<input type="hidden" name="item_name" value="United
States Flag">
```

FIGURE 4.11

The Insert HTML dialog box allows you to add HTML markup to a specific section of the web page.

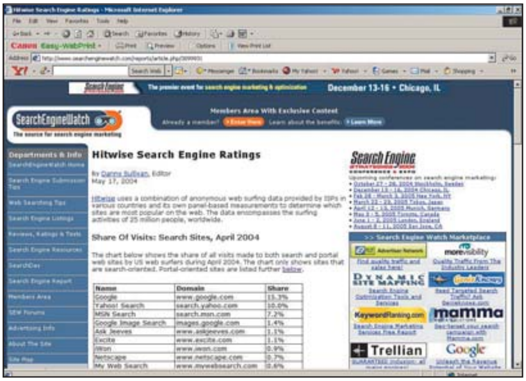
Congratulations! You have added your first Add to Cart button! Repeat this process for each of the other products for sale. You'll need to return to the PayPal website and repeat the Add to Cart Wizard, entering in a different product's title, price, and other pertinent information. Do this for all the flag and flag accessories for sale.

Viewing the Shopping Cart

The final step in creating the eCommerce site is to add a View Cart button to the navigational bar at the top of each web page in the site template. Recall that when generating the HTML markup for an individual Add to Cart button in the PayPal.com wizard, there were two text boxes of HTML—the first one contained the HTML markup for the Add to

IDEA GALLERY

http://searchenginewatch.com/show



Hitwise Search Engine Ratings

By Danny Sullivan, Editor
May 17, 2004

Hitwise uses a combination of anonymous web surfing data provided by ISPs in various countries and its own panel-based measurements to determine which sites are most popular on the web. The data encompasses the surfing activities of 25 million people, worldwide.

Share Of Visits: Search Sites, April 2004

The chart below shows the share of all visits made to both search and portal web sites by US web surfers during April 2004. The chart only shows sites that are search-oriented. Portal-oriented sites are listed further below.

Name	Domain	Share
Google	www.google.com	13.3%
Yahoo! Search	search.yahoo.com	10.0%
MSN Search	search.msn.com	7.2%
Google Image Search	images.google.com	1.4%
Ask Jeeves	www.askjeeves.com	1.1%
Excite	www.excite.com	1.1%
iWon	www.iwon.com	0.9%
Netscape	www.netscape.com	0.7%
My Web Search	www.mywebsearch.com	0.6%

SearchEngineWatch
December 13-16 • Chicago, IL
Members Area With Exclusive Content
Trellian
mamma
Google

Cart button, while the second text box contained the HTML markup for the View Shopping Cart button. (Refer to Figure 4.10 for a screenshot.) You need to paste the HTML from the second text box where you want the View Shopping Cart button to appear.

> *"The final step in creating the eCommerce site is to add a View Cart button to the navigational bar at the top of each web page in the site template."*

Like with the Add to Cart button, to accomplish this, you'll first need to delete the View Cart button from each template page. Following that, you'll need to paste in the HTML from the wizard using the Insert menu's HTML option.

After you have added your customized View Cart button, users can view their cart's contents at any time by clicking on the View Cart button. Viewing the shopping cart lists the visitors' items along with a button that allows them to check out.

Tying It All Together—A True Online Shopping Experience

At this point, you have created the essential pieces of an eCommerce site: You have listed the products for sale; each product has an Add to Cart button next to it, which adds it to the shopping cart; customers can provide their credit card information and purchase the goods in their shopping cart. Your task was made infinitely easier thanks to the Merchant Account tools provided by PayPal.

You're now ready to go live with your site! As discussed in the three previous chapters, this involves publishing each page. Take a moment to open the template's two web pages and publish them by clicking the Publish icon in the toolbar or by going to the File menu and selecting the Publish menu item.

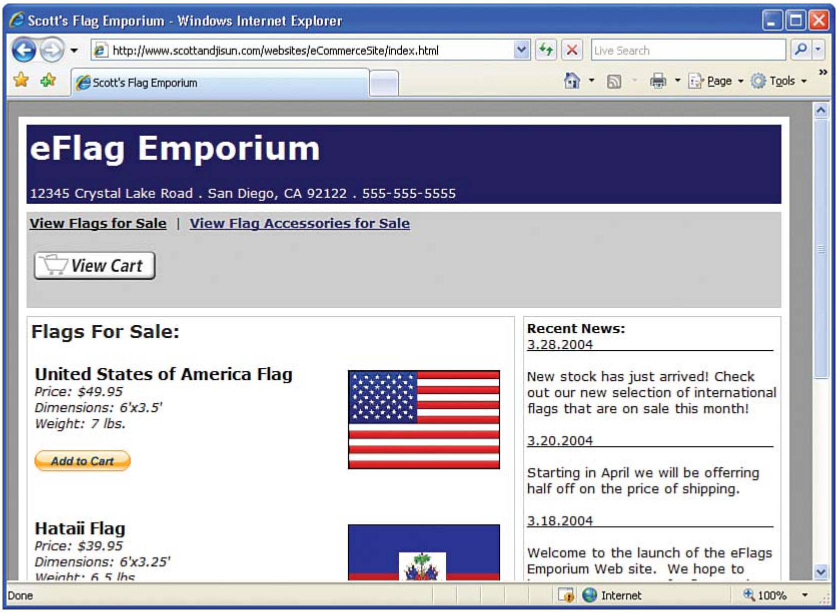
Now that you've published your site, let's take a moment to look at the shopper's experience—from browsing the products, to adding items to the shopping cart, to paying for an order.

Figure 4.12 shows the View Flags for Sale web page. Note that each flag for sale has an Add to Cart button. If a visitor clicks, say, the Austrian Flag Add to Cart button, a new browser window opens showing the user her shopping cart (see Figure 4.13).

As Figure 4.13 shows, the shopping cart lists the current items the user has added to her cart. From this page, the user can update the quantity of items in her cart or remove items. By clicking the Continue Shopping button, the user is returned to the View Flags for Sale web page, where she can add additional flags to her shopping cart. Figure 4.14 shows the shopping cart after the user returns to the View Flags for Sale web page and clicks the Add to Cart button for the United States Flag.

FIGURE 4.12

A shopper would first visit the View Flags for Sale web page.


Scott's Flag Emporium - Windows Internet Explorer
http://www.scottandjisun.com/websites/eCommerceSite/index.html
Live Search
Scott's Flag Emporium
Page
Tools
Done
Internet
100%

eFlag Emporium

12345 Crystal Lake Road . San Diego, CA 92122 . 555-555-5555

View Flags for Sale | View Flag Accessories for Sale

View Cart

Flags For Sale:

United States of America Flag
Price: $49.95
Dimensions: 6'x3.5'
Weight: 7 lbs.

Add to Cart

Hataii Flag
Price: $39.95
Dimensions: 6'x3.25'
Weight: 6.5 lbs

Recent News:

3.28.2004

New stock has just arrived! Check out our new selection of international flags that are on sale this month!

3.20.2004

Starting in April we will be offering half off on the price of shipping.

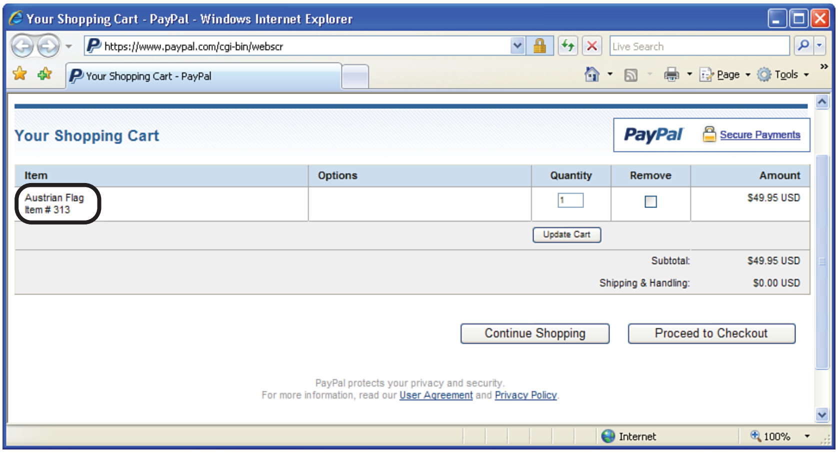
3.18.2004

Welcome to the launch of the eFlags Emporium Web site. We hope to

The user completes her purchase by clicking the Checkout button in the shopping cart. Doing so takes the shopper to a page that spells out the payment details and offers her the opportunity to pay through an existing PayPal account (if she has one), or via a credit card. Figure 4.15 shows the first screen of the Payment Details page.

After progressing through the payment screens, which involves either logging in to an existing PayPal account or providing credit card information, the user is billed and your PayPal account is credited with the amount of the transaction less the percentage PayPal takes off the top.

After the transaction has completed, you receive an email indicating what items the user has purchased and the shipping address. It is then your responsibility to send the user her purchased goods in a timely manner.


Your Shopping Cart - PayPal - Windows Internet Explorer

https://www.paypal.com/cgi-bin/webscr

Live Search
Your Shopping Cart - PayPal
Page
Tools

Your Shopping Cart

PayPal
Secure Payments

Item	Options	Quantity	Remove	Amount
Austrian Flag Item # 313		1	☐	$49.95 USD

Update Cart

Subtotal: $49.95 USD

Shipping & Handling: $0.00 USD

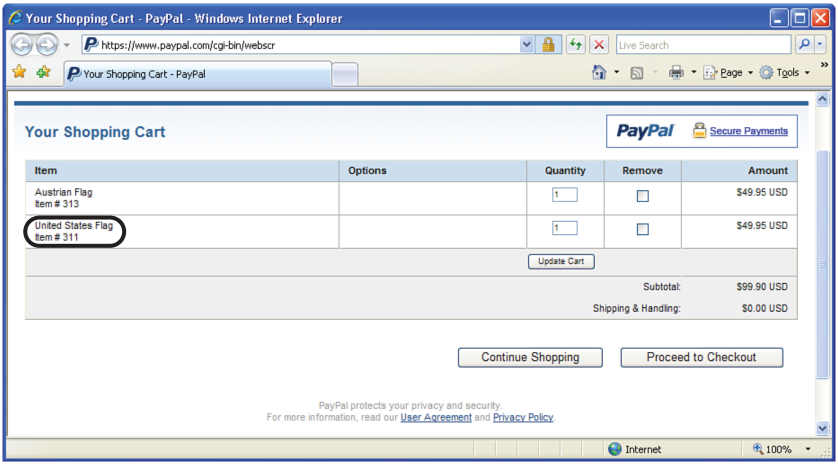
Continue Shopping
Proceed to Checkout

PayPal protects your privacy and security.
For more information, read our User Agreement and Privacy Policy.

Internet
100%

FIGURE 4.13

Clicking the Add to Cart button takes the user to her shopping cart.


Your Shopping Cart - PayPal - Windows Internet Explorer

https://www.paypal.com/cgi-bin/webscr

Live Search
Your Shopping Cart - PayPal
Page
Tools

Your Shopping Cart

PayPal
Secure Payments

Item	Options	Quantity	Remove	Amount
Austrian Flag Item # 313		1	☐	$49.95 USD
United States Flag Item # 311		1	☐	$49.95 USD

Update Cart

Subtotal: $99.90 USD

Shipping & Handling: $0.00 USD

Continue Shopping
Proceed to Checkout

PayPal protects your privacy and security.
For more information, read our User Agreement and Privacy Policy.

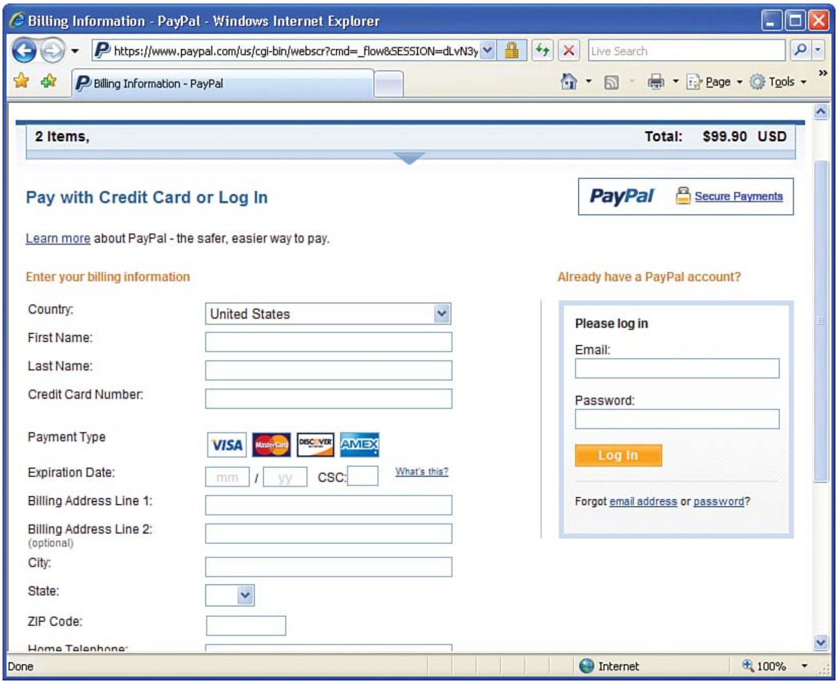
Internet
100%

FIGURE 4.14

The user has added the United States Flag to her shopping cart.

FIGURE 4.15

The user can pay for her purchase via an existing PayPal account or with a credit card.



Billing Information - PayPal - Windows Internet Explorer

https://www.paypal.com/us/cgi-bin/webscr?cmd=_flow&SESSION=dLvN3y

2 Items, Total: $99.90 USD

Pay with Credit Card or Log In

Learn more about PayPal - the safer, easier way to pay.

Enter your billing information

Country: United States

Already have a PayPal account?

Please log in

Forgot email address or password?

Live Search
Billing Information - PayPal
Page
Tools
PayPal
Secure Payments
First Name:
Last Name:
Credit Card Number:
Payment Type
VISA
MasterCard
DISCOVER
AMEX
Expiration Date:
mm
yy
CSC:
What's this?
Billing Address Line 1:
Billing Address Line 2:
(optional)
City:
State:
ZIP Code:
Home Telephone:
Email:
Password:
Log In
Done
Internet
100%

Summary

In this chapter you learned how to create a fully functioning online store with the aid of PayPal's merchant services. All the complicated work of creating and maintaining a shopping cart and processing credit card payments is handled by PayPal for a small commission on sales.

The eCommerce site we built was a relatively simple one, containing just the bare features required: a listing of the products; an Add to Cart button for each product that, when clicked, added the item to the shopping cart; and a means for customers to check out and pay for their order. More advanced eCommerce sites typically contain additional features, such as customization features, search capabilities, and customer feedback. Unfortunately, adding these sorts of features would require more advanced technologies than HTML, and therefore fall outside the scope of this book. Don't let the simplicity of the eCommerce website we created, though, take away from what we accomplished. In the span of one chapter, we went from nothing to a website that provides a fully functioning online storefront.

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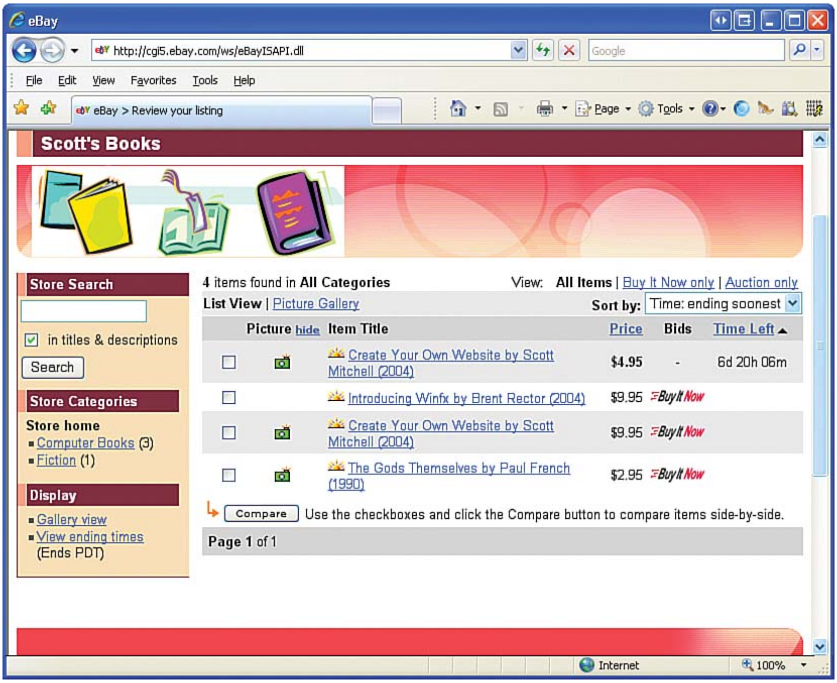
CHAPTER 5

Selling Products with an eBay Store


eBay
http://cgi5.ebay.com/ws/eBayISAPI.dll
Google
File Edit View Favorites Tools Help
eBay > Review your listing
Page Tools
Internet
100%

Scott's Books

Store Search

☑ in titles & descriptions

Search

Store Categories

Store home
- Computer Books (3)
- Fiction (1)

Display
- Gallery view
- View ending times (Ends PDT)

4 items found in **All Categories** View: **All Items** | Buy It Now only | Auction only

List View | Picture Gallery **Sort by:** Time: ending soonest

	Picture hide	Item Title	Price	Bids	Time Left ▲
☐		Create Your Own Website by Scott Mitchell (2004)	$4.95	-	6d 20h 06m
☐		Introducing Winfx by Brent Rector (2004)	$9.95	BuyIt Now	
☐		Create Your Own Website by Scott Mitchell (2004)	$9.95	BuyIt Now	
☐		The Gods Themselves by Paul French (1990)	$2.95	BuyIt Now	

Compare Use the checkboxes and click the Compare button to compare items side-by-side.

Page 1 of 1

Over the past several years, online shopping has evolved from a novelty to a standard means of business. A vast number of traditional, brick and mortar stores have an online presence, and an incalculable number of businesses operate solely on the Web, forgoing any sort of physical store presence. A June 2, 2005, article by Shihoko Goto for United Press International expresses the importance of online commerce in today's economy: "Online shopping is 'here to stay, no matter what sector,' said Dan Freeman, an assistant professor at the business department of the University of Delaware. 'There's really no particular product' that would not be a good item to buy online these days...."

As you learned in Chapter 4, "Creating an Online Storefront," selling items online is possible even if you're not a computer expert. The main challenges of selling online are having an online shopping cart that customers can fill with your products and providing a means to collect payment. In Chapter 4, you saw how to integrate PayPal's services within your own website to achieve these two aims.

The techniques discussed in Chapter 4 require that you create your own website from the ground up. This has its advantages—you can highly customize the look and feel of your online store—but it also carries with it a bit of legwork to start selling online. For starters, you have to create pages for each of your items for sale and, after an item sells, you have to manually remove it from your website's pages. And although the online storefront from Chapter 4 is completely functional, it lacks features that entrepreneurs selling many items online want, such as being able to easily add, edit, and remove the items for sale; view reports breaking down sales numbers; and so on. If you are selling only a few items online, the website created in Chapter 4 likely fits your needs, but if you want to move hundreds of items each month, you'll quickly find that the custom online storefront from Chapter 4 does not scale.

"Over the past several years, online shopping has evolved from a novelty to a standard means of business."

This chapter looks at an alternative to creating a custom online storefront. Rather than building the web pages for the website yourself, you can use eBay Stores, a web application offered by eBay for individuals or businesses interested in a professional online storefront that can be set up easily and quickly. Since its creation in 1995, eBay has grown from a small auction site originally designed to sell Pez dispensers to a publicly traded multibillion dollar venture that hosts millions of auctions from around the world each and every day.

With its millions of ongoing auctions, it's no surprise that eBay has the infrastructure to handle order processing. With an eBay Store, you are essentially paying to utilize this infrastructure, which includes a web-based interface to add items to your store, a search engine for your store, and order processing. For this service eBay charges a monthly fee, a minimal insertion fee for each item for sale, and a percentage of the final sales price.

NOTE

When deciding whether to use a custom online storefront website or an eBay Store, consider your business's anticipated needs. If you expect that you'll have dozens of unique items in inventory or will be selling hundreds of items or more per month, you should use an eBay Store. If, however, you are only selling a small number of unique items or expect to sell only a handful of items per month, the custom online storefront is a more attractive option, in part because eBay Stores impose a monthly fee and in part because such a site affords greater customization in the site's appearance and layout.

Simplify the Sales Process with eBay Stores

There are many facets to running a successful online store. The most vital aspects, of course, are those directly tied to selling your product, which includes listing the items for sale, providing an easy user experience for online shoppers to purchase one or more items, and collecting and processing customers' payment information.

In addition to these vital aspects, successful online businesses also excel in other areas. Marketing is an important aspect for any business, online or not. After all, a customer must know that your store and products exist before she can buy them! Also important in any business is being able to analyze customer trends. If you run an online discount bookstore and find that customers are buying the *New York Times* bestseller books in droves while the self-help books remain unsold, you can use that information to increase your inventory of bestsellers and think of new ways to market your slow-moving self-help books.

In Chapter 4, you saw how to list the inventory for sale by extending the online storefront web page templates included on the book's CD and how to integrate PayPal to handle the online shopping cart and payment processing. Such a bare-bones website lacks marketing and business analysis features. And you'll likely find that marketing is one of the most difficult challenges with any online venture.

If you are planning on selling dozens of items from your online store or are especially concerned about the marketing and business analysis aspects of your online business, you'll find eBay Stores to be superior to a custom online storefront website. With an eBay Store, you can list and remove items for sale through eBay's user-friendly web interface. eBay Stores also provide an assortment of marketing tools, including email lists, search engine keywords, and promotional flyers. eBay Stores also offers traffic and sales reports to better help you analyze sales patterns and trends.

Best of all, eBay Stores are hosted on eBay's website using eBay's familiar buying process. Customers who visit your store who are already familiar with eBay will feel at home when browsing your inventory or making a purchase. Additionally, your eBay Store merchandise can, optionally, appear in the standard eBay auctions, meaning when visitors are searching eBay for a particular item, your store's inventory will show up in the results.

NOTE

If something sounds too good to be true, it probably is, and eBay Stores are no exception. Although eBay Stores make it easy to sell items online, the ease of use comes at the expense of customizability. With eBay Stores you are afforded a certain amount of customization, but your store still has an eBay-like look and feel. If you want a unique store that can be tailored to your particular aesthetic tastes, you need to build your own online storefront from the ground up, as discussed in Chapter 4.

Additionally, eBay Stores do not provide payment processing. As with regular eBay auctions, as the seller you must indicate how you want to accept payment—checks, money orders, PayPal, and so on—and withhold shipping the goods until payment has been rendered. With the online storefront in Chapter 4, PayPal automatically handles payment collection. With eBay Stores this is now your responsibility as the store owner.

Creating and Customizing Your eBay Store

The first step in selling online using an eBay Store is to create your eBay Store. To do so visit the eBay Stores home page at http://stores.eBay.com and find and click the Open a Store hyperlink. This prompts you to log in to eBay. If you already have an eBay account, go ahead and enter your username and password; if not, take a moment to create a free eBay account.

NOTE

If you don't already have an eBay seller's account you need to create one to start an eBay Store. A seller account is a standard eBay user account but requires additional identification including, but not limited to: valid credit card information; valid checking account information; an ID-verified PayPal account; and phone number and address verification.

It may seem like a lot to ask a seller to provide, and it can take a while to go through the entire process. But keep in mind that this safeguard is designed to help stop fraudulent sellers, which increases the benefit of eBay for both buyers and sellers alike.

Your eBay Store is created using a three-page process. The first step in creating your eBay Store is choosing the subscription level and name for your store. Three subscription levels are available, each offering different features and costs:

- **Basic Store**— Ideal for beginning sellers interested in learning more about eBay Stores, this account provides a basic set of features ideal for low-volume sellers. At $15.95 per month, it's the most affordable option, and, if you decide you need to upgrade to a more professional plan in the future, you can do so.
- **Premium Store**—Premium stores have access to all of eBay's services that other sellers must pay for. This includes things such as eBay's Selling Manager Pro and advanced traffic and sales reports. Additionally, featured stores gain increased exposure by occasionally appearing on the eBay Stores home page. The cost per month for a featured store is $49.95.

- **Anchor Store**—At nearly $300 per month, it's clear that anchor stores are designed for high-volume, professional online sellers. Anchor stores come with all the benefits of featured stores along with exposure on eBay's home page.

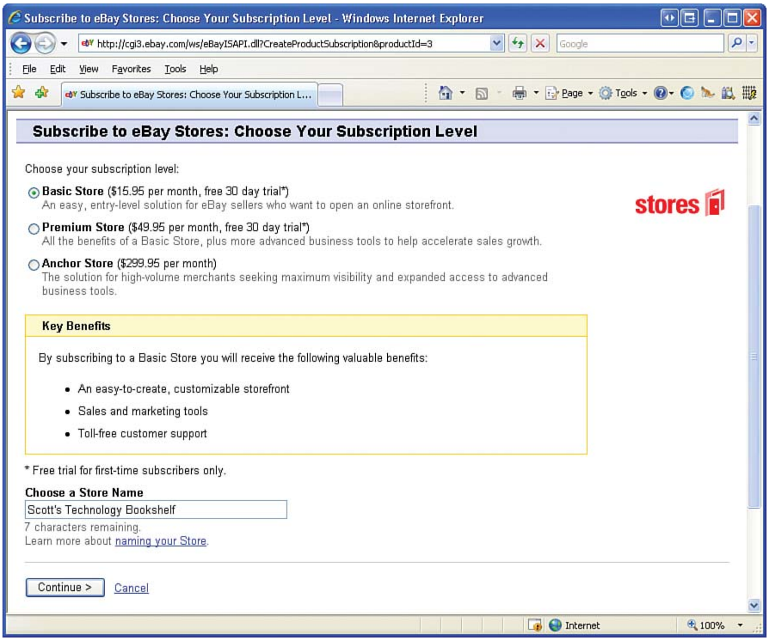
As Figure 5.1 shows, I've decided to set up a Basic Store named Scott's Technology Bookshelf, where I plan to sell computer and technology-related books.

TIP

eBay offers a free 30-day trial for the Basic and Premium Stores for first-time subscribers.

After choosing your subscription level and naming your store, click the Continue button to advance to the second step, where you can choose which additional products to add to your eBay Store. eBay offers a number of extra features, such as selling tools and reports that you can add to your store to help maximize its potential.

The third and final step summarizes your configuration information and shows you how much you will be charged per month for the store and any additional products you added from the second step. Congratulations! At this point you have successfully created your own eBay Store.


Subscribe to eBay Stores: Choose Your Subscription Level - Windows Internet Explorer
http://cgi3.ebay.com/ws/eBayISAPI.dll?CreateProductSubscription&productId=3
Google
File
Edit
View
Favorites
Tools
Help
Subscribe to eBay Stores: Choose Your Subscription L...
Page
Tools
stores
Internet
100%

Subscribe to eBay Stores: Choose Your Subscription Level

Choose your subscription level:

● **Basic Store** ($15.95 per month, free 30 day trial*)
An easy, entry-level solution for eBay sellers who want to open an online storefront.

○ **Premium Store** ($49.95 per month, free 30 day trial*)
All the benefits of a Basic Store, plus more advanced business tools to help accelerate sales growth.

○ **Anchor Store** ($299.95 per month)
The solution for high-volume merchants seeking maximum visibility and expanded access to advanced business tools.

Key Benefits

By subscribing to a Basic Store you will receive the following valuable benefits:

- An easy-to-create, customizable storefront
- Sales and marketing tools
- Toll-free customer support

* Free trial for first-time subscribers only.

Choose a Store Name

Scott's Technology Bookshelf

7 characters remaining.
Learn more about naming your Store.

Continue > Cancel

FIGURE 5.1

Choose a subscription level and name for your store.

Managing Your Store

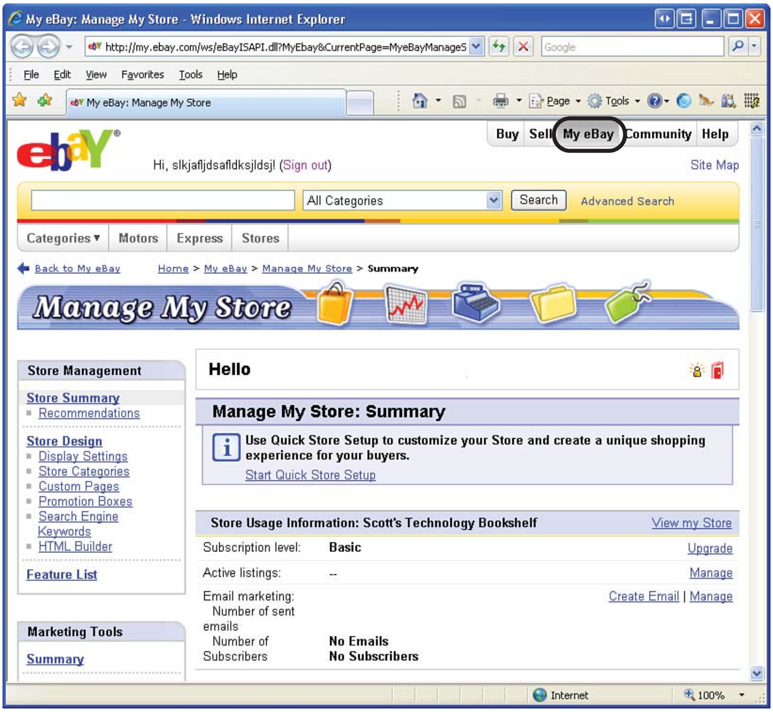
After you have created your eBay Store, you can manage the store by clicking on the Manage My Store link from your My eBay page. To reach the My eBay page, simply click the My eBay button located at the top of any page. (The button is circled in Figure 5.2.) The Manage My Store link is in the left-hand column of the My eBay page. Clicking this link takes you to the Manage My Store page, shown in Figure 5.2.

The Manage My Store page is divided into two portions: a left-hand column with links to customize your store's settings, and a summary of your store in the main portion of the page. As Figure 5.2 shows, the summary lists your subscription level, how many active listings are in your store, whether a listing header is used, and your email marketing campaigns. The listing header and email marketing information summarizes data configurable through the eBay Stores marketing tools. You learn about these tools later in this chapter in the "Taking Advantage of Marketing Tools" section.

For now, pay particular attention to the left-hand column. This contains a bevy of links that, when clicked, allow you to configure a particular part of your store. For example, under the Store Design heading, if you click the Display Settings link, you are taken to a page where you can change the store name, description, logo, and theme you selected when creating your store.

FIGURE 5.2

Configure your store through the Manage My Store page.


My eBay: Manage My Store - Windows Internet Explorer
http://my.ebay.com/ws/eBayISAPI.dll?MyEbay&CurrentPage=MyeBayManageS
Google
File Edit View Favorites Tools Help
My eBay: Manage My Store
Page Tools
ebY
Buy Sell My eBay Community Help
Site Map
All Categories
Search
Advanced Search
Categories Motors Express Stores
Back to My eBay
Home > My eBay > Manage My Store > Summary
Manage My Store
Store Management
Store Summary
Recommendations
Store Design
Display Settings
Store Categories
Custom Pages
Promotion Boxes
Search Engine Keywords
HTML Builder
Feature List
Marketing Tools
Summary
Internet
100%

Hi, slkjafljdsafldksjldsj! (Sign out)

Hello

Manage My Store: Summary

Use Quick Store Setup to customize your Store and create a unique shopping experience for your buyers.

Start Quick Store Setup

Store Usage Information: Scott's Technology Bookshelf — View my Store

Subscription level:	Basic	Upgrade
Active listings:	--	Manage
Email marketing:		Create Email | Manage
Number of sent emails	No Emails	
Number of Subscribers	No Subscribers	

NOTE

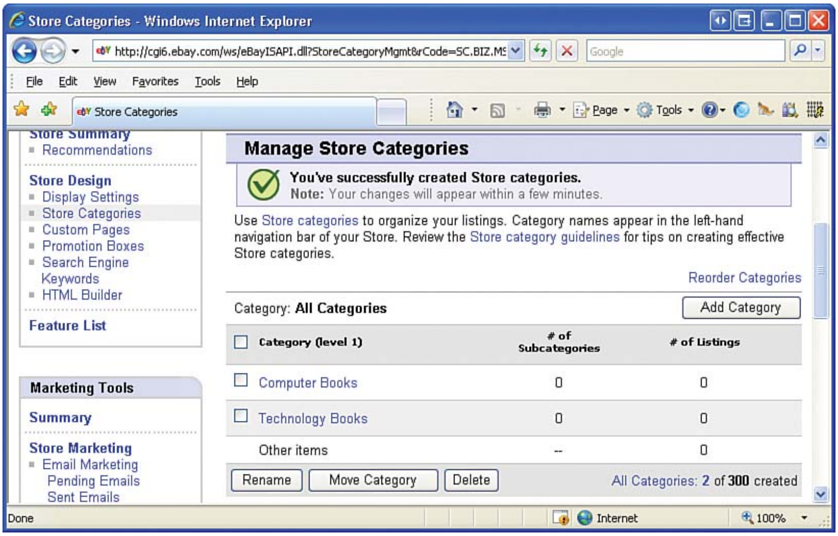
In addition to the Store Design links, there are a number of other settings that are covered in future sections of this chapter. For example, the Store Marketing settings are discussed in the "Taking Advantage of Marketing Tools" section. The Reports links—Traffic Reports and Sales Reports—are discussed in the "Sales and Traffic Reports" section, also later in this chapter.

One setting that you should take a moment to configure is Store Categories. When adding items to your eBay Store, you are prompted to select what category the items belong to; then, when someone views your store, she can optionally view just the products that belong to a particular category. For this reason I encourage you to add categories to your store prior to adding items for sale.

To specify your store's categories, start by clicking on the Store Categories link under the Store Design heading. You should then see a page similar to the one shown in Figure 5.3 listing your store's categories. From this screen you can reorder the categories or rename them. To rename a category, click the Edit Category Names link in the upper-right corner. To reorder a category, simply click the up or down arrow to the right of the category to adjust its position.

While an eBay Store does not offer the level of customization possible with creating your own online storefront, as discussed in Chapter 4, it is possible to specify a number of formatting properties. To customize your store's appearance, click the Display Settings link found in the left column of the Manage My Store page. This takes you to a page where you can upload a logo for your store, specify the store's description, and choose the store's theme, colors, and layout.

Figure 5.4 shows the appearance customizations I've applied to my store. As you can see, I've added a description for my store, picked a store logo, and changed my store's theme from the default to a striped red theme.


Store Categories - Windows Internet Explorer
http://cgi6.ebay.com/ws/eBayISAPI.dll?StoreCategoryMgmt&rCode=SC.BIZ.MS
Google
File Edit View Favorites Tools Help
Store Categories
Page Tools
Store Summary
Recommendations
Store Design
Display Settings
Store Categories
Custom Pages
Promotion Boxes
Search Engine Keywords
HTML Builder
Feature List
Marketing Tools
Summary
Store Marketing
Email Marketing
Pending Emails
Sent Emails
Reorder Categories
Add Category
Rename
Move Category
Delete
Done
Internet
100%

Manage Store Categories

You've successfully created Store categories.
Note: Your changes will appear within a few minutes.

Use Store categories to organize your listings. Category names appear in the left-hand navigation bar of your Store. Review the Store category guidelines for tips on creating effective Store categories.

Category: All Categories

☐ Category (level 1)	# of Subcategories	# of Listings
☐ Computer Books	0	0
☐ Technology Books	0	0
Other items	--	0

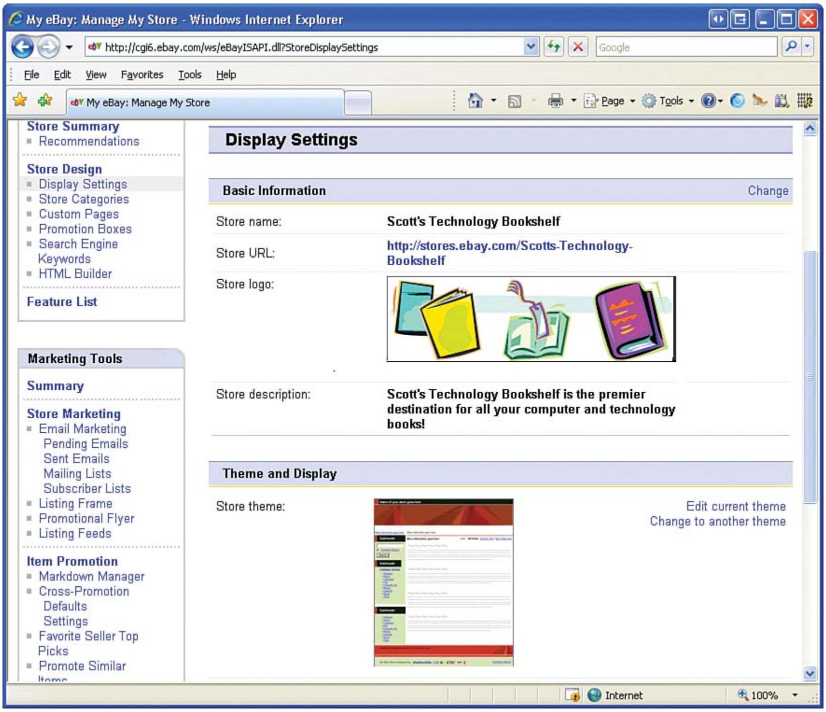
All Categories: 2 of 300 created

FIGURE 5.3

Create a few categories for your store before adding items for sale.

FIGURE 5.4

Customize your store's appearance from the Display Settings page.


My eBay: Manage My Store - Windows Internet Explorer
http://cgi6.ebay.com/ws/eBayISAPI.dll?StoreDisplaySettings
File Edit View Favorites Tools Help
My eBay: Manage My Store
Page Tools
Store Summary
Recommendations
Store Design
Display Settings
Store Categories
Custom Pages
Promotion Boxes
Search Engine Keywords
HTML Builder
Feature List
Marketing Tools
Summary
Store Marketing
Email Marketing
Pending Emails
Sent Emails
Mailing Lists
Subscriber Lists
Listing Frame
Promotional Flyer
Listing Feeds
Item Promotion
Markdown Manager
Cross-Promotion
Defaults
Settings
Favorite Seller Top Picks
Promote Similar Items
Change
Edit current theme
Change to another theme
Internet
100%

Display Settings

Basic Information

Store name: Scott's Technology Bookshelf

Store URL: http://stores.ebay.com/Scotts-Technology-Bookshelf

Store logo:

Store description: Scott's Technology Bookshelf is the premier destination for all your computer and technology books!

Theme and Display

Store theme:

Adding Products to Your eBay Store

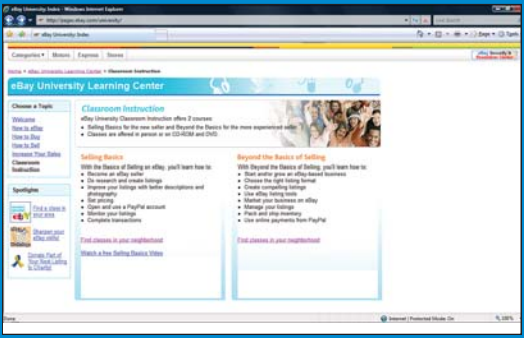
Now that you have your eBay Store set up, the next step is your inventory. To add an item to your eBay Store, click on the Sell button at the top of any page on eBay. This takes you to the Sell page (shown in Figure 5.5).

eBay's Sell page includes a pair of radio buttons that allow you to specify whether to use eBay's simple auction listing interface or one that affords greater customizability.

Selecting the Keep It Simple radio button causes eBay to prompt you for only the most essential information, while selecting the Customize Your Listing option provides more choices for listing your item. The Keep It Simple option does not include options specific to eBay Stores, such as what store category to place the item in. Therefore, select Customize Your Listing and click Start Selling.

IDEA GALLERY

http://pages.ebay.com/university/



GET COMFORTABLE FAST WITH EBAY

If you're not entirely comfortable with buying and selling on eBay, there's help. eBay offers several tutorials through the eBay University Learning Center. Services range from selling basics to beyond selling basics. You can also find online tutorials and in person courses to get you started. Finally the site offers an online community discussion board where experts will fill you in on important topics regarding selling and buying on eBay.

When listing an item using an online auction, you provide a starting bid price and auction duration. During the auction's duration, users can bid on the item, with the highest bidder winning the item. For example, imagine that I wanted to sell a copy of my book *Teach Yourself ASP.NET 3.5 in 24 Hours* using my eBay Store with the auction format. I might decide to make the starting price $5.00 and the duration seven days. After I completed listing this item, the auction would begin, and, over the next seven days, users could place bids on the book. What's nice about listing an item using the online auction is that the item appears in both your eBay Store *and* the main eBay website. That is, if someone searches eBay for ***ASP.NET***, my auction will appear in the search results. This auction also shows up when someone visits my eBay Store directly.

Although auctions can lead to competitive bidding and, therefore, a higher sales price, many sellers (and buyers) don't like the uncertainty of an auction. Instead, they'd rather just list the item for a fixed price. As with online auctions, fixed price items are listed for a specified duration, and items added using the fixed price option appear in *both* your eBay Store and the general eBay listings.

After you decide how your item should be listed, the process for adding the item is virtually identical to the process for adding a normal auctioned item. The only difference is that when you have an eBay Store you are prompted to select what category you want the item to be listed under in your eBay Store.

After you complete the listing process, the item is automatically added to your eBay Store, and—if you select to list the item using the online auction or fixed price options—it also appears in eBay's general listings. Figure 5.6 shows my eBay Store with several books listed for sale.

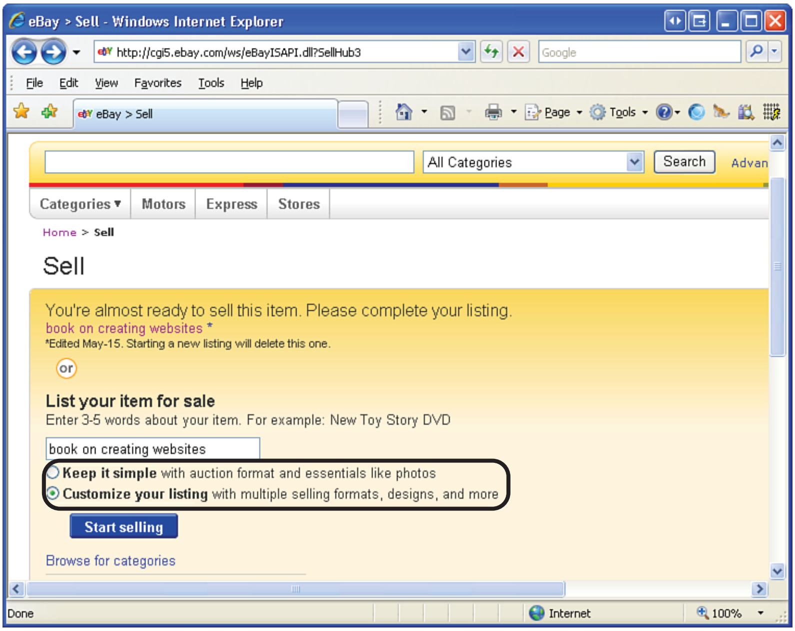
This is the main page of my eBay Store, which lists items for sale across all categories ordered by the items' ending times. In the left-hand portion of my store, there's a search box that potential customers can use to search for items within my store. Beneath that is the list of categories that have items for sale. By clicking a category link, the visitor sees those items for sale in that category.

NOTE

After adding a new item, it may take several minutes before the item appears within your eBay Store.

FIGURE 5.5

To list items for sale, click the Sell button.


eBay > Sell - Windows Internet Explorer
http://cgi5.ebay.com/ws/eBayISAPI.dll?SellHub3
Google
File
Edit
View
Favorites
Tools
Help
eBay > Sell
Page
Tools
All Categories
Search
Advan
Categories
Motors
Express
Stores
Home > Sell
Done
Internet
100%

Sell

You're almost ready to sell this item. Please complete your listing.

book on creating websites *

*Edited May-15. Starting a new listing will delete this one.

or

List your item for sale

Enter 3-5 words about your item. For example: New Toy Story DVD

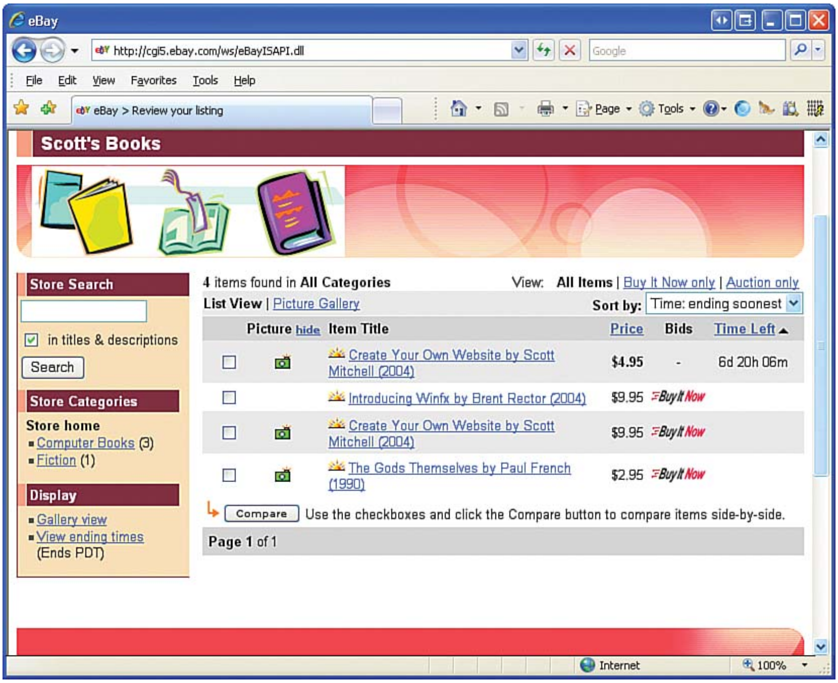
book on creating websites

○ **Keep it simple** with auction format and essentials like photos

● **Customize your listing** with multiple selling formats, designs, and more

Start selling

Browse for categories


eBay
http://cgi5.ebay.com/ws/eBayISAPI.dll
Google
File Edit View Favorites Tools Help
eBay > Review your listing
Page Tools
Scott's Books
Store Search
Search
Store Categories
Store home
Computer Books (3)
Fiction (1)
Display
Gallery view
View ending times
(Ends PDT)
Internet
100%

☑ in titles & descriptions

4 items found in **All Categories**

View: **All Items** | Buy It Now only | Auction only

List View | Picture Gallery

Sort by: Time: ending soonest

	Picture hide	Item Title	Price	Bids	Time Left
☐		Create Your Own Website by Scott Mitchell (2004)	$4.95	-	6d 20h 06m
☐		Introducing Winfx by Brent Rector (2004)	$9.95	Buy It Now	
☐		Create Your Own Website by Scott Mitchell (2004)	$9.95	Buy It Now	
☐		The Gods Themselves by Paul French (1990)	$2.95	Buy It Now	

Compare Use the checkboxes and click the Compare button to compare items side-by-side.

Page 1 of 1

FIGURE 5.6

Each item listed appears in your eBay store.

Collecting Payments and Order Fulfillment

After you have added items to your eBay Store, the next step is, unfortunately, a bit out of your control. You must now wait for customers to come and buy your products! eBay offers a variety of marketing tools to help bring potential customers to your eBay Store; these tools are discussed in the next section, “Taking Advantage of Marketing Tools.” But for now let’s assume that you have a customer at your store who’s interested in making a purchase. What’s the process, from a user’s purchase and payment to order fulfillment?

How the customer makes the purchase depends on how the item for sale was listed. If the item was listed as an online auction, the customer may make a bid on the item, but the item is not actually purchased by that customer until the auction ends, at which point the customer with the highest bid receives the item. (When creating an auction, you can, optionally, add a Buy It Now price, which allows an interested customer to prematurely end the auction by agreeing to buy the item at the Buy It Now price.)

If the item being purchased was listed as a fixed price item or added to the store inventory, the user agrees to pay the item's price, thereby purchasing the item immediately.

Keep in mind that eBay Stores do not handle payment processing. eBay Stores simply provide an easy way to list items for sale and a way for a customer to specify that she wants to buy a particular item. Collecting payment, however, falls squarely on your shoulders, the eBay Store owner. When listing an item for sale, you are prompted to select what methods of payment you accept—PayPal, credit cards, personal checks, money orders, and so on. When a buyer agrees to purchase one of your items, you and the buyer must coordinate to have payment made. This might involve giving the buyer an address to mail a money order or information on how to deposit funds into your PayPal account.

After an item's purchase is completed—that is, either after a fixed price item has been bought or an auction has ended with a winning bidder—you receive an email informing you of the purchase, and the item is automatically deducted from your online store's inventory. (When adding items to your store, you can indicate how much inventory you have of that particular item. When the inventory runs out, the item is removed completely from your eBay Store.)

Upon receiving email notification that a sale has been made, you and the buyer must collaborate to finalize payment. After you receive the buyer's payment, it is your responsibility to ship the purchased item. After you've received payment and shipped the goods, the transaction is complete. Congratulations!

Taking Advantage of Marketing Tools

As any businessperson knows, having the best products available for the lowest prices around means absolutely nothing if no customers visit your store. Collectively, businesses spend billions of dollars each year on advertising, letting you know they exist and encouraging you to visit their stores. Ads in the yellow pages or newspapers, radio spots, and billboards are all mediums used by traditional businesses to drive potential customers to their doors. With online businesses, however, attracting customers involves the same techniques but utilizes different tools.

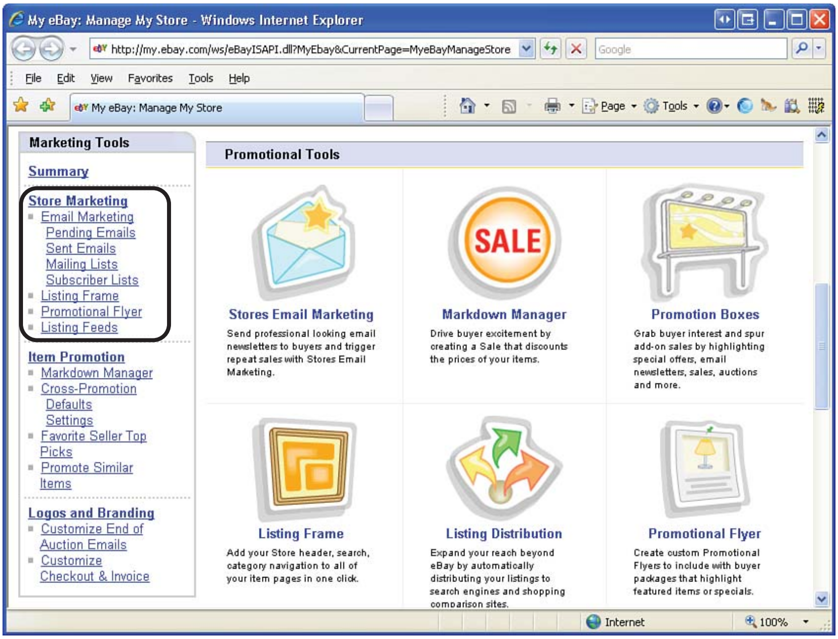
To aid with your marketing effort eBay Stores provide a number of marketing tools. These marketing tools can be found in the Manage My Store page and are listed in the left-hand column under the Store Marketing link (see Figure 5.7).

These marketing tools include

- **Listing frame**—Add a link back to your eBay Store in all your item descriptions. This provides instant exposure to your eBay Store for those who search and find your listings through eBay's general listings.
- **Email marketing**—When visiting your store, customers can sign up for your store's newsletter. You can then send out targeted messages to those who have signed up, alerting your interested clientele of sales and specials.
- **Promotional flyers**—When shipping a purchased item to a customer, you can include a promotional flyer along with the

item. This flyer, which eBay Stores can help you generate, can inform the buyer of additional items on your store he might be interested in.

These marketing tools can be used to help promote your site and attract new customers. Before you begin using these tools, however, I encourage you to work on building up your store's inventory. After your store is well stocked and ready for business, it's time to start marketing, but not before then.


My eBay: Manage My Store - Windows Internet Explorer
http://my.ebay.com/ws/eBayISAPI.dll?MyEbay&CurrentPage=MyeBayManageStore
Google
File
Edit
View
Favorites
Tools
Help
My eBay: Manage My Store
Page
Tools
Marketing Tools
Summary
Store Marketing
Email Marketing
Pending Emails
Sent Emails
Mailing Lists
Subscriber Lists
Listing Frame
Promotional Flyer
Listing Feeds
Item Promotion
Markdown Manager
Cross-Promotion
Defaults
Settings
Favorite Seller Top Picks
Promote Similar Items
Logos and Branding
Customize End of Auction Emails
Customize Checkout & Invoice
Promotional Tools
SALE
Internet
100%

Stores Email Marketing
Send professional looking email newsletters to buyers and trigger repeat sales with Stores Email Marketing.

Markdown Manager
Drive buyer excitement by creating a Sale that discounts the prices of your items.

Promotion Boxes
Grab buyer interest and spur add-on sales by highlighting special offers, email newsletters, sales, auctions and more.

Listing Frame
Add your Store header, search, category navigation to all of your item pages in one click.

Listing Distribution
Expand your reach beyond eBay by automatically distributing your listings to search engines and shopping comparison sites.

Promotional Flyer
Create custom Promotional Flyers to include with buyer packages that highlight featured items or specials.

FIGURE 5.7

Promote your eBay Store with a wealth of marketing tools.

Sales and Traffic Reports

After you've stocked your store and started attracting customers through your marketing efforts, you can take a moment to breathe a sigh of relief and give yourself a well-deserved pat on the back. However, running your own online business is not for the weak or weary, and even a store that's selling well could always sell better. One way to maximize your sales is to analyze current and past sales and trends in your store.

Is a particular type of item outselling another? If so, maybe you need to do a better job marketing the underperforming product. Or perhaps you need to stop selling the other type of item altogether and focus like a laser on your top-selling items. Traffic trends can illustrate how users are browsing your site—are they arriving through searching eBay's general listings or through search engines? Is there a particular page that has the lion's share of the page views? If so, do you have links to your top-selling items from that popular page?

To be able to perform such analyses, it's imperative that you have the necessary data. eBay Stores provide this important data through Traffic Reports and Sales Reports, both of which are available from the left-hand column of the Manage My Store page.

IDEA GALLERY

http://www.htmlgoodies.com

HTML GOODIES
EARTHWEB.COM
SEARCH
Rational Resource Center

If you know nothing about HTML, this is where you start

The Basics

If you know nothing about HTML, this is where you start

To the Reader...

Primer #1: Introduction

Primer #2: tags

Primer #3: Manipulating Text

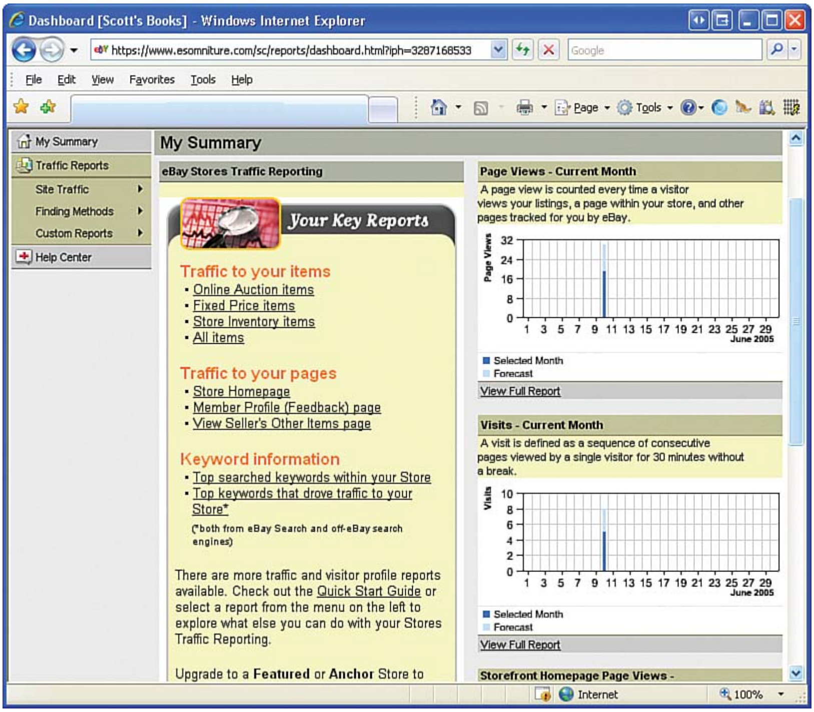
Primer #4: Linking Pages

Inspecting Your Site's Traffic

Each time a visitor visits a web page on your eBay Store, that information is saved by eBay. This information can then be examined at a later date to analyze information about your site's traffic. You can see what pages are the most popular and how customers are finding your eBay Store.

To view your store's Traffic Report, click the Traffic Report link from the Manage My Store page's left-hand column. The eBay Stores Traffic Report is hosted by a third-party company separate from eBay. Before viewing your Traffic Report, you must agree to the privacy terms presented by this company. After you have done this, you are taken to the report.

As Figure 5.8 shows, this report lists the daily number of page views, the number of unique visits, the number of home page views for the current month, and the most popular pages—all for the current month. More detailed reports are available in the Your Key Reports section, and additional reports are available from the Traffic Reports menu in the left-hand column. These additional reports can show you what the most popular search terms in your store are along with how people are arriving at your site: through search engines, through links in other websites, or through eBay's general listings.


Dashboard [Scott's Books] - Windows Internet Explorer
https://www.esomniture.com/sc/reports/dashboard.html?iph=3287168533
Google
File
Edit
View
Favorites
Tools
Help
Page
Tools
My Summary
Traffic Reports
Site Traffic
Finding Methods
Custom Reports
Help Center
My Summary
eBay Stores Traffic Reporting
Your Key Reports
Traffic to your items
Online Auction items
Fixed Price items
Store Inventory items
All items
Traffic to your pages
Store Homepage
Member Profile (Feedback) page
View Seller's Other Items page
Keyword information
Top searched keywords within your Store
Top keywords that drove traffic to your Store*
(*both from eBay Search and off-eBay search engines)
Page Views - Current Month
Page Views
32
24
16
8
0
1 3 5 7 9 11 13 15 17 19 21 23 25 27 29
June 2005
Selected Month
Forecast
View Full Report
Visits - Current Month
Visits
10
8
6
4
2
0
1 3 5 7 9 11 13 15 17 19 21 23 25 27 29
June 2005
Selected Month
Forecast
View Full Report
Storefront Homepage Page Views -
Internet
100%

There are more traffic and visitor profile reports available. Check out the Quick Start Guide or select a report from the menu on the left to explore what else you can do with your Stores Traffic Reporting.

Upgrade to a **Featured** or **Anchor** Store to

A page view is counted every time a visitor views your listings, a page within your store, and other pages tracked for you by eBay.

A visit is defined as a sequence of consecutive pages viewed by a single visitor for 30 minutes without a break.

FIGURE 5.8

Inspect the traffic patterns of your eBay Store.

Your eBay Store's Traffic Reports won't be of interest until your store has been around for a number of months. It's not until this point that the reports illustrate any sort of patterns or show any trends that can be used to fine-tune your marketing. As you can see in Figure 5.8, the data is pretty sparse, as this is the Traffic Report for my relatively new eBay Store.

Tracking Sales

In the day-to-day grind of selling online, you are focused on adding new items to your store, receiving payment, and shipping those items already sold. You are more concerned with the latest emergency—a buyer says his product never arrived!—then having a more global view of your store's sales. However, to properly market your store, you need to, at some point, have a good grasp of the overall sales trends for your store. Is a certain type of product vastly outselling another? Do you see a large spike in sales the week after sending out an email through the eBay Stores email marketing tool?

"To properly market your store, you need to, at some point, have a good grasp of the overall sales trends for your store."

This high-level view of your sales can help you focus your attention, money, and energy into increasing sales and determining what marketing techniques are leading to successful sales.

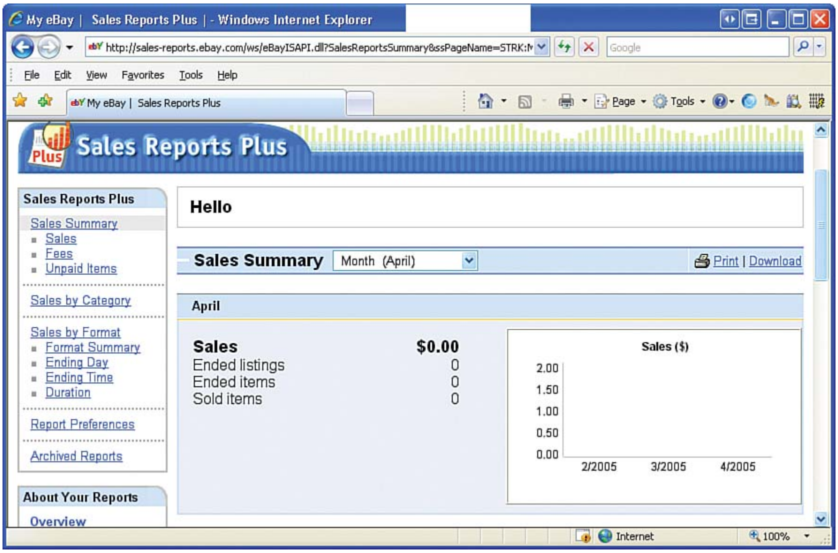
To view the Sales Report, click the Sales Report link in the Manage My Store page. At this point, you may be prompted whether you want to sign up for the Basic Sales reporting package or the Sales Plus package. Sales Plus is free to those with an eBay Store, so choose the Sales Plus option.

The Sales Report, shown in Figure 5.9, can be customized to view sales for a particular month or week, showing the total number of sales and average sales price. If you are selling items using the auction model, you may be interested to learn whether there is any correlation between the duration or ending date of the auction and the ending sales price. The Sales Report can assist in this analysis because you can view sales by duration and sales by ending day or time.

As with the Traffic Reports, the Sales Reports are really only useful after you have had enough sales to extract meaning from the data. After your store has been established and at least several weeks have passed with sales, I would encourage you to view your store's Sales Reports at least once a month, looking for trends or other interesting bits of information that may help you sell better.

TIP

The Sales Report also shows how much in eBay fees you are paying on a monthly or weekly basis. You can use this data to keep track of your store's overhead.


My eBay | Sales Reports Plus | - Windows Internet Explorer
http://sales-reports.ebay.com/ws/eBayISAPI.dll?SalesReportsSummary&ssPageName=STRK:M
Google
File Edit View Favorites Tools Help
My eBay | Sales Reports Plus
Page Tools
Plus
Sales Reports Plus
Sales Reports Plus
Sales Summary
Sales
Fees
Unpaid Items
Sales by Category
Sales by Format
Format Summary
Ending Day
Ending Time
Duration
Report Preferences
Archived Reports
About Your Reports
Overview
Print | Download
Sales ($)
2.00
1.50
1.00
0.50
0.00
2/2005
3/2005
4/2005
Internet
100%

Hello

Sales Summary Month (April)

April

Sales	**$0.00**
Ended listings	0
Ended items	0
Sold items	0

FIGURE 5.9

Put your finger on the pulse of your store's sales with the Sales Report.

Summary

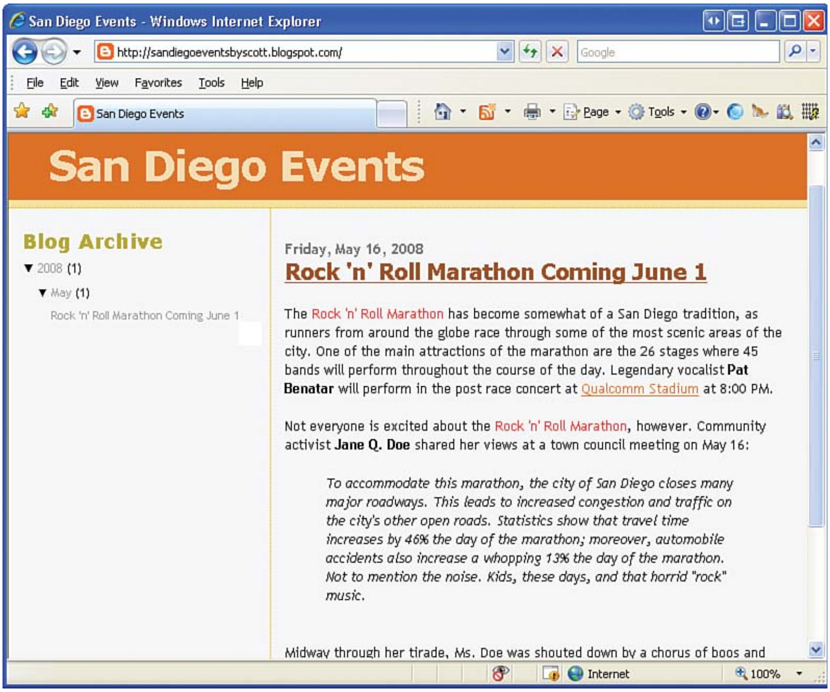
From books to clothes to electronics to DVDs, millions of people are buying merchandise online. If you are ready to take your business online, you have two options for selling your product: Use a custom-built online storefront website, as examined in Chapter 4, or create your own eBay Store. A customized website gives you much greater flexibility over the look and feel of your site and can integrate payment processing using PayPal, but eBay Stores make the process of adding inventory to your online store much simpler.

Additionally, eBay Stores come equipped with a user-friendly interface. If your customers are already among the millions of eBay users, they'll find the buying process on your store to be familiar. Also, because your store is located on eBay, your store's inventory can be added to the general eBay listings, increasing the likelihood of new customers finding your store.

What's more, eBay Stores offer a variety of tools to help market your store, including tools for sending emails to interested customers and printing out promotional flyers that can be included when shipping customers their purchased products. Along with these marketing tools, there are reports to view your store's traffic and sales histories. eBay provides a plethora of tools to make your online business a successful venture.

CHAPTER 6

Creating a Blog with Blogger


San Diego Events - Windows Internet Explorer
http://sandiegoeventsbyscott.blogspot.com/
Google
File
Edit
View
Favorites
Tools
Help
San Diego Events
Page
Tools
Internet
100%

San Diego Events

Blog Archive

▼ 2008 (1)

▼ May (1)

Rock 'n' Roll Marathon Coming June 1

Friday, May 16, 2008

Rock 'n' Roll Marathon Coming June 1

The Rock 'n' Roll Marathon has become somewhat of a San Diego tradition, as runners from around the globe race through some of the most scenic areas of the city. One of the main attractions of the marathon are the 26 stages where 45 bands will perform throughout the course of the day. Legendary vocalist **Pat Benatar** will perform in the post race concert at Qualcomm Stadium at 8:00 PM.

Not everyone is excited about the Rock 'n' Roll Marathon, however. Community activist **Jane Q. Doe** shared her views at a town council meeting on May 16:

> *To accommodate this marathon, the city of San Diego closes many major roadways. This leads to increased congestion and traffic on the city's other open roads. Statistics show that travel time increases by 46% the day of the marathon; moreover, automobile accidents also increase a whopping 13% the day of the marathon. Not to mention the noise. Kids, these days, and that horrid "rock" music.*

Midway through her tirade, Ms. Doe was shouted down by a chorus of boos and

In the early days of the World Wide Web, publishing content online required a level of technical know-how common only among computer experts. This has changed over the years, though, thanks to a variety of tools and programs that have made publishing online a simple task. As this book has shown, creating your own website is as easy as formatting a document with a word processor program such as Microsoft Word.

Even though this book provides a number of website templates and software to easily customize them, creating your own website could be even simpler still. Creating your own website involves two steps:

1. Procuring your website. As discussed in Chapter 2, "Creating a Website," this involves contacting your ISP or a web host provider, as well as registering a domain name.
2. Creating the site's content. Chapter 3, "Creating a Family/Person Website," and Chapter 4, "Creating an Online Storefront," showed how to modify the provided website templates to create the pages that make up your site. And the book's CD includes additional templates.

In talking with readers, most have found the first step to be an administrative nuisance, one that they might not feel technologically comfortable with. Although there are readers who find learning about the inner plumbing of the Internet interesting and exciting, most are interested solely in building their site and sharing it with the world. For those who want to quickly and easily publish content on the web without having to work with a web host provider or register a domain name, a ***blog*** might be more suitable.

A blog is a sort of online journal, a website whose content can easily be added to by the blog's creator. With a blog you do not have to create your own website or register a domain name; rather, your blog is hosted on an existing company's website. Blogs strive to make setting up, configuring, customizing, and adding content to the blog as simple as possible. As you see in this chapter, all facets of working with a blog can be handled through a web browser. You don't need to use SeaMonkey Composer to customize or add new content to your blog. All you need is Internet Explorer (or any other web browser).

Although blogs are easy to create and update, they are really an ideal option only for sites whose visitors are interested in just the most recent additions to the site. Typically, a blog's home page lists the 10 or 15 most recent additions made to the blog. Whenever you add a new blog entry through the web-based interface, that entry is automatically added to the blog's home page, replacing the oldest entry.

For this reason you probably wouldn't want to use a blog for an organizational site or eCommerce site. For these types of sites, you likely want to have more control over the site's home page and don't want older content to necessarily drop off the front page. Blogs are a great choice, though, for family/personal sites. Many people use blogs as an online journal, one that can be added to from any computer with a connection to the Internet and can be viewed by anyone in the world.

A number of companies offer blogs, and these companies' offerings vary on the price and features provided. Although each company's blogs provide different feature sets, in general blogs typically provide the following features:

- A way for visitors to the blog to view the most recent content, as well as older, archived content
- An easy, quick way for you, the blog creator, to add new content to the blog
- A means for you to customize the appearance of the blog

This chapter shows how to build a blog using Blogger.com, illustrating how these features are provided.

What Do You Blog About?

Over the past few years the popularity of blogging has exploded. A study done in July 2006 estimates that there are more than 50 *million* blogs online, with more than 175,000 new blogs being created each day! Blogs are so popular because they enable anyone, regardless of computer skills, to become an online publisher with just the click of a mouse.

Most individuals use blogs as an online diary, sharing glimpses into their daily lives. Others create blogs focused on a particular topic, such as the latest happenings of their favorite sports team or commentary on local politics. Even businesses are getting into blogs as a means to communicate more intimately with their customers. For example, at www.blogsouthwest.com you find Southwest Airline's official blog, where the company shares the latest news, new programs and features being offered, along with fun information like pictures, videos, and trivia. Popular online search engine Google keeps surfers aware of their latest offerings through their company's blog at http://googleblog.blogspot.com/.

Before creating your own blog, take a moment to decide what your blog will be about. Will you use your blog as an online journal to share with friends and family? Will you focus on a particular topic? If you run a business, might a blog be a useful marketing tool for communicating with current and prospective customers?

TIP

Two maladies can ruin any blog: stale content and off-topic content. Visitors to your blog are interested in recent entries and will be put off if they see that your last entry was from six months ago. Similarly, if you are creating a blog focused on a particular topic, try your best to refrain from making off-topic entries. Folks who visit a focused blog do so because they are interested in that topic; don't frustrate your readers by delving into tangential topics.

Creating a Blog

The first step in creating a blog is deciding what company to use. There are a variety of companies in the blog space, each boasting different features and pricing plans. Some companies offer a free basic service and charge for premium features; others provide no free plans but do offer a free trial period for their services. Some of the major blog providers (to name just a few) are

- Blogger (www.Blogger.com)
- LiveJournal (www.LiveJournal.com)
- SquareSpace (www.SquareSpace.com)
- MyBlogSite (www.MyBlogSite.com)

- TypePad (www.TypePad.com)
- WordPress (www.WordPress.com)
- MovableType (www.MovableType.com)

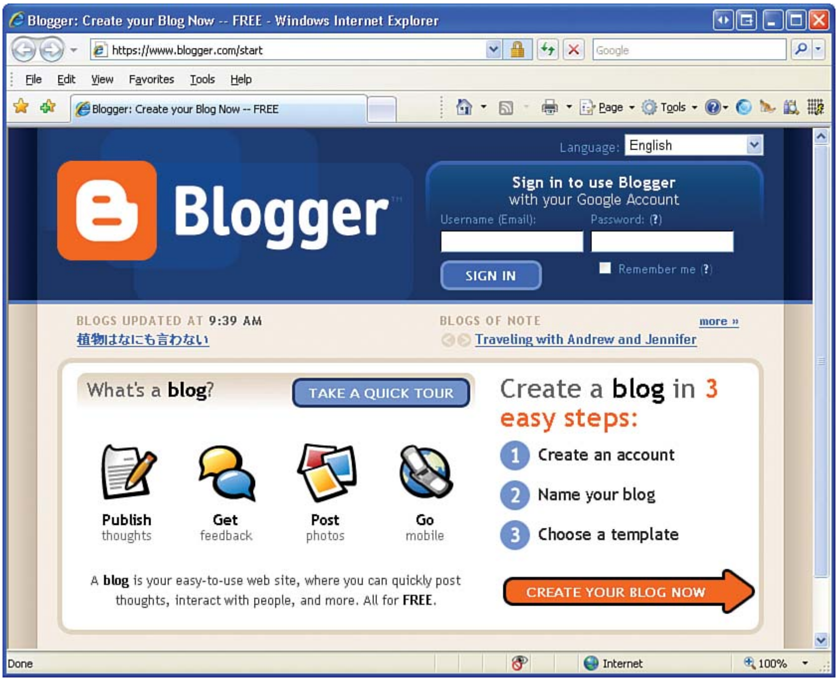
This chapter shows how to create a blog using Blogger. I chose Blogger because it offers a free basic blog package that provides a nice mix of features and ease of use. When creating your first blog, I encourage you to follow along and use Blogger, but afterward, if you are not satisfied with the user experience offered by Blogger, feel free to explore the other blog providers.

To get started, fire up your web browser of choice and visit Blogger's home page, www.Blogger.com (see Figure 6.1). To create a new Blogger account, simply click the Create Your Blog Now arrow in the bottom-right corner.

NOTE

The upper-right corner of the Blogger home page contains the sign-in interface for those who have already created an account. After you have created your blog on Blogger and want to add content to the blog, you need to visit the Blogger home page and enter your username and password into the appropriate text boxes.

Clicking the Create Your Blog Now arrow takes you through a three-step process. The first screen, shown in Figure 6.2, asks for account information. From this screen you need to specify an email address and password; you use this information to sign into Blogger. You're also asked to choose a display name, which appears after each blog entry.


Blogger: Create your Blog Now -- FREE - Windows Internet Explorer
https://www.blogger.com/start
Google
File Edit View Favorites Tools Help
Blogger: Create your Blog Now -- FREE
Page Tools
Language: English
Blogger
Sign in to use Blogger with your Google Account
Username (Email):
Password: (?)
SIGN IN
Remember me (?)
BLOGS UPDATED AT 9:39 AM
植物はなにも言わない
BLOGS OF NOTE
more »
Traveling with Andrew and Jennifer
What's a blog?
TAKE A QUICK TOUR
Publish thoughts
Get feedback
Post photos
Go mobile
CREATE YOUR BLOG NOW
Done
Internet
100%

Create a blog in 3 easy steps:

1. Create an account
2. Name your blog
3. Choose a template

A **blog** is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for **FREE**.

FIGURE 6.1

Create a new blog from the Blogger home page.

The second screen in the blog creation process asks for information specific to your blog, such as your blog's title and the URL you want to use for your blog (see Figure 6.3). The blog title appears at the top of your blog's home page. In this chapter, I create a blog that provides information about local events happening in San Diego and have decided to give it the title, "San Diego Events."

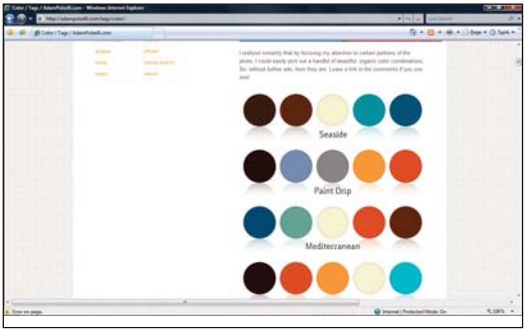
The Blog Address (URL) field indicates the URL to your blog. Note that by default your blog is hosted on Blogger's web servers at the domain name http://YourBlogName.blogspot.com. If you already have a public web server available that supports FTP access, you can configure your blog to be hosted on your own web server by clicking on the Advanced Blog Setup link and following the instructions. For my "San Diego Events" blog, I chose the name SanDiegoEventsByScott, meaning that my blog is publicly available to anyone in the world with an Internet connection at http://SanDiegoEventsByScott.blogspot.com.

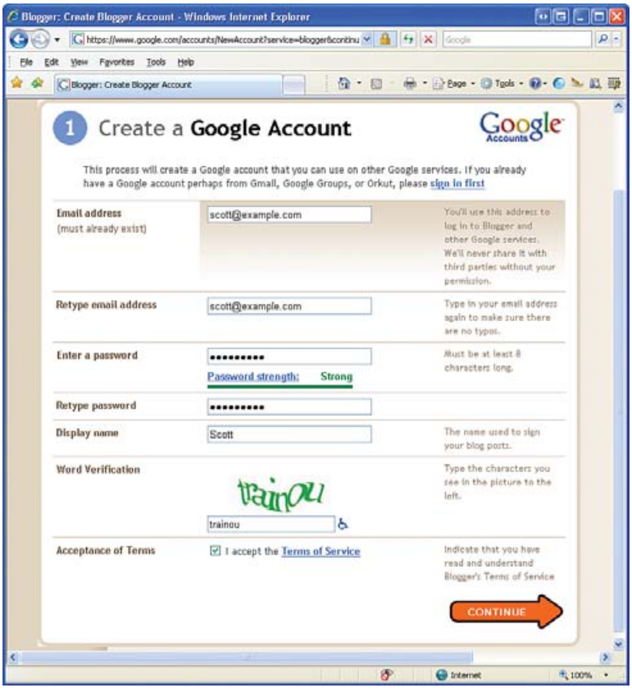
The last screen in the setup process allows you to choose the template used for your blog. As you can see in Figure 6.4, Blogger offers a number of templates. For my blog I've chosen the Sand Dollar template, but feel free to pick a template that matches your personal aesthetic taste and style.

After you have selected a template, click the Continue arrow to complete the setup process. Congratulations! At this point, you now have your own blog. In the remainder of this chapter, we look at how to add new content to your blog as well as how to customize the look and feel.

IDEA GALLERY

http://adampolselli.com/tags/color/




Blogger: Create Blogger Account - Windows Internet Explorer
https://www.google.com/accounts/NewAccount?service=blogger&continu
File Edit View Favorites Tools Help
Blogger: Create Blogger Account
Page
Tools
Google Accounts
Internet
100%

1 Create a **Google Account**

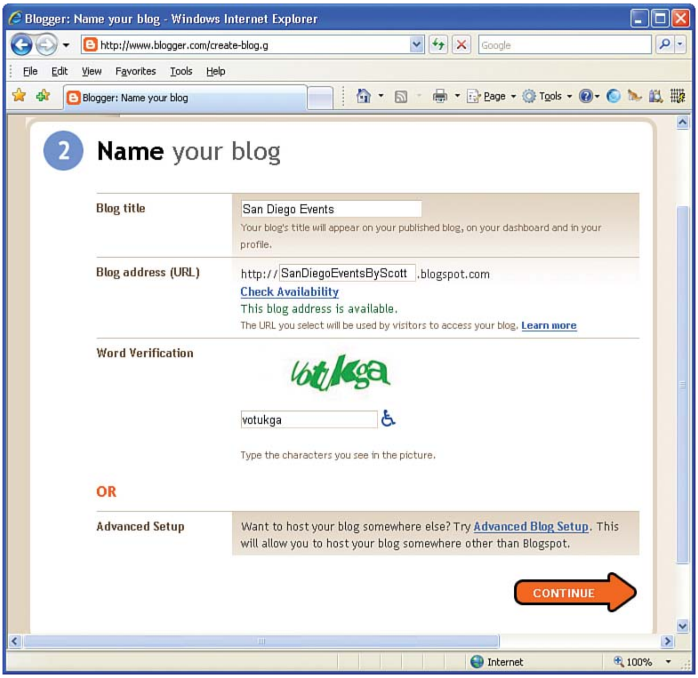
This process will create a Google account that you can use on other Google services. If you already have a Google account perhaps from Gmail, Google Groups, or Orkut, please sign in first

Email address (must already exist)	scott@example.com	You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission.
Retype email address	scott@example.com	Type in your email address again to make sure there are no typos.
Enter a password	•••••••••• Password strength: Strong	Must be at least 8 characters long.
Retype password	••••••••••	
Display name	Scott	The name used to sign your blog posts.
Word Verification	trainou	Type the characters you see in the picture to the left.
Acceptance of Terms	☑ I accept the Terms of Service	Indicate that you have read and understand Blogger's Terms of Service

CONTINUE

FIGURE 6.2

Choose a username, password, and display name.


Blogger: Name your blog - Windows Internet Explorer
http://www.blogger.com/create-blog.g
Google
File Edit View Favorites Tools Help
Blogger: Name your blog
Page
Tools
Internet
100%

2 **Name** your blog

Blog title	San Diego Events Your blog's title will appear on your published blog, on your dashboard and in your profile.
Blog address (URL)	http:// SanDiegoEventsByScott .blogspot.com Check Availability This blog address is available. The URL you select will be used by visitors to access your blog. Learn more
Word Verification	votukga Type the characters you see in the picture.

OR

Advanced Setup	Want to host your blog somewhere else? Try Advanced Blog Setup. This will allow you to host your blog somewhere other than Blogspot.

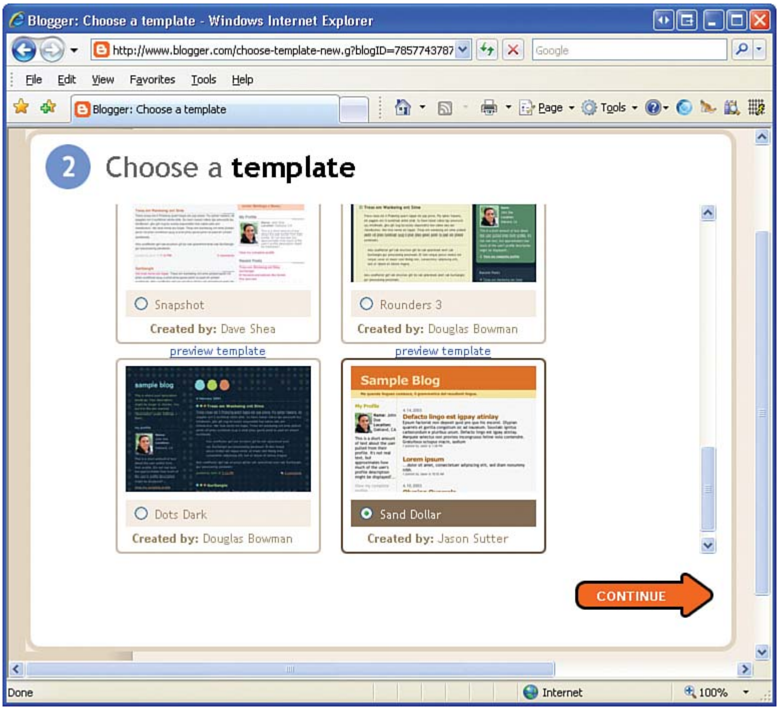
CONTINUE

FIGURE 6.3

Choose a title and address for your blog.

FIGURE 6.4

Customize the appearance of your blog by selecting one of the provided templates.


Blogger: Choose a template - Windows Internet Explorer
http://www.blogger.com/choose-template-new.g?blogID=7857743787
Google
File
Edit
View
Favorites
Tools
Help
Blogger: Choose a template
Page
Tools
2
Choose a template
○ Snapshot
Created by: Dave Shea
preview template
○ Rounders 3
Created by: Douglas Bowman
preview template
○ Dots Dark
Created by: Douglas Bowman
Sample Blog
● Sand Dollar
Created by: Jason Sutter
CONTINUE
Done
Internet
100%

NOTE

The "Customizing the Blog's Template" section at the end of this chapter shows how to customize the template you select when creating your blog.

Adding Content to Your Blog

Immediately after creating your new account, you see a Start Blogging arrow that, if clicked, takes you to your blog's administration page. The administration page is a web page accessible only by you, the blog's creator. From the administration page, you can post new content, edit existing content, and customize your blog's settings. You can reach this administrative page at any time by visiting the Blogger home page—www.Blogger.com—and logging in with the username and password you chose when creating your account.

Figure 6.5 shows a screenshot of the administration page. Notice that the administration page has four tabs along the top of the page:

- **Posting**—Allows you to add new posts to your blog or edit existing posts.
- **Settings**—Allows you to configure your blog's configuration settings.
- **Layout**—Enables advanced users to customize their blog's appearance.
- **View Blog**—Opens a new browser window showing your blog's home page.

We examine the Settings and Template tabs in the next section, "Customizing Your Blog." For now, though, let's focus on the Posting tab.

Clicking on the Posting tab loads the Posting user interface, which is the interface shown in Figure 6.5. Notice that underneath the Posting tab are three additional subtabs relating to posting actions:

- **Create**—To add a new entry, click on the Create tab. This loads the interface shown in Figure 6.5, allowing you to add a new entry to your blog.
- **Edit Posts**—Clicking this tab lists the existing entries in your blog, allowing you to edit or delete past content.
- **Moderate Comments**—Many blogs allow visitors to leave comments. Blogger allows you to ban comments, allow all comments, or show only approved comments. If you configure your blog to use this last option, the Moderate Comments tab enables you to review and approve visitors' comments. See the "Managing Comment Settings" section later in this chapter for more information on comments.

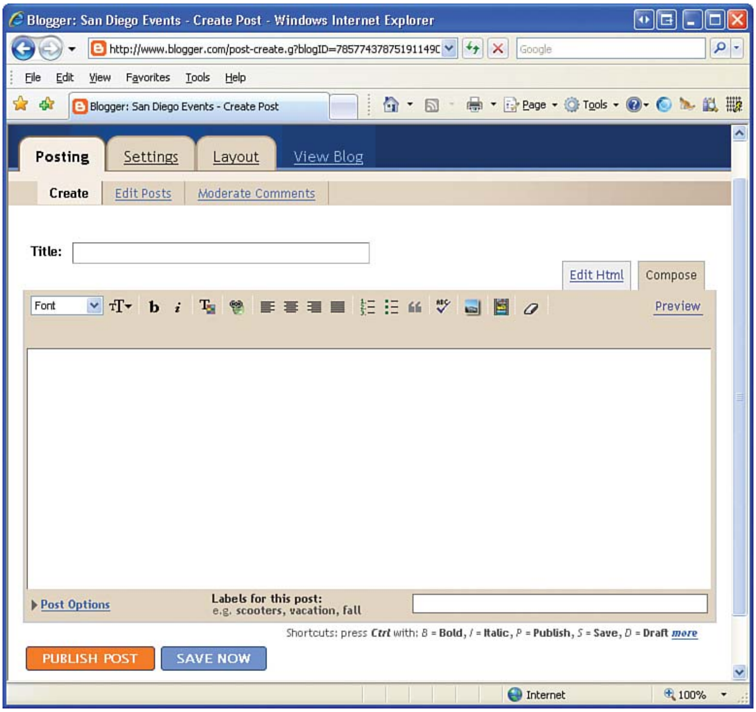
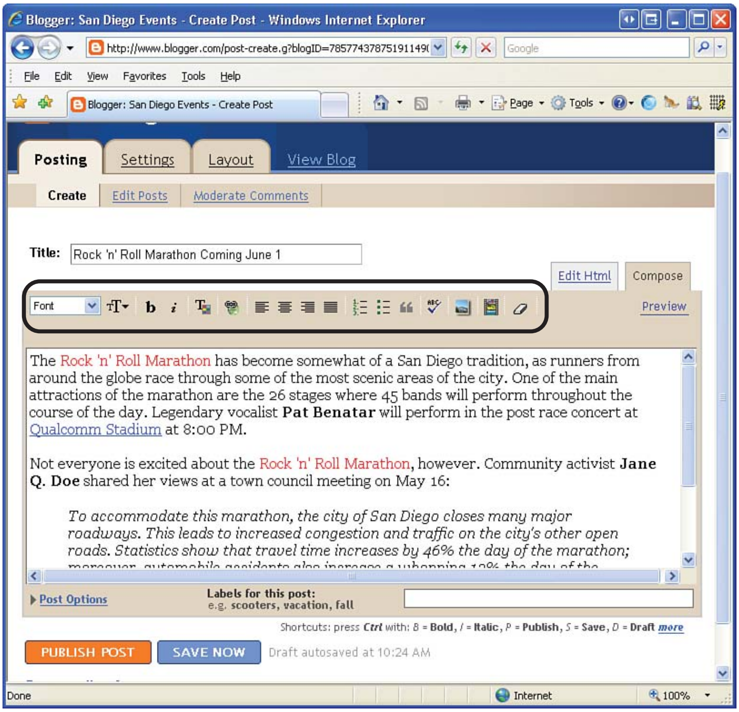

Blogger: San Diego Events - Create Post - Windows Internet Explorer
http://www.blogger.com/post-create.g?blogID=78577437875191149C
Google
File
Edit
View
Favorites
Tools
Help
Blogger: San Diego Events - Create Post
Page
Tools
Posting
Settings
Layout
View Blog
Create
Edit Posts
Moderate Comments
Title:
Edit Html
Compose
Font
Preview
Post Options
Labels for this post:
e.g. scooters, vacation, fall
Shortcuts: press Ctrl with: B = Bold, I = Italic, P = Publish, S = Save, D = Draft more
PUBLISH POST
SAVE NOW
Internet
100%

FIGURE 6.5

Only you, the blog creator, can access your blog's administration page.

Now that you are familiar with the Posting tab, it's time to create your first blog entry. Each blog entry includes a title and the actual content of the entry. As Figure 6.5 showed, the Create subtab interface has two text boxes: one for the blog entry's title and one for the actual content of the entry.

The title can only be plain, unformatted text, but the content can be richly formatted. The text box for the blog entry's content allows you to optionally select a font, a font size, whether you want the text to be bold or italic, the text's color and justification, and so on. You can also easily turn selected text into a hyperlink to another website or web page. The formatting of the text can be controlled through the formatting options along the top of the blog entry text box. (This formatting toolbar is circled in Figure 6.6.)


Blogger: San Diego Events - Create Post - Windows Internet Explorer
http://www.blogger.com/post-create.g?blogID=785774378751911490
Google
File
Edit
View
Favorites
Tools
Help
Blogger: San Diego Events - Create Post
Page
Tools
Posting
Settings
Layout
View Blog
Create
Edit Posts
Moderate Comments
Edit Html
Compose
Font
Preview
Post Options
PUBLISH POST
SAVE NOW
Done
Internet
100%

Title: Rock 'n' Roll Marathon Coming June 1

The Rock 'n' Roll Marathon has become somewhat of a San Diego tradition, as runners from around the globe race through some of the most scenic areas of the city. One of the main attractions of the marathon are the 26 stages where 45 bands will perform throughout the course of the day. Legendary vocalist **Pat Benatar** will perform in the post race concert at Qualcomm Stadium at 8:00 PM.

Not everyone is excited about the Rock 'n' Roll Marathon, however. Community activist **Jane Q. Doe** shared her views at a town council meeting on May 16:

> *To accommodate this marathon, the city of San Diego closes many major roadways. This leads to increased congestion and traffic on the city's other open roads. Statistics show that travel time increases by 46% the day of the marathon;*

Labels for this post:
e.g. scooters, vacation, fall

Shortcuts: press *Ctrl* with: *B* = **Bold**, *I* = *Italic*, *P* = **Publish**, *S* = **Save**, *D* = **Draft** *more*

Draft autosaved at 10:24 AM

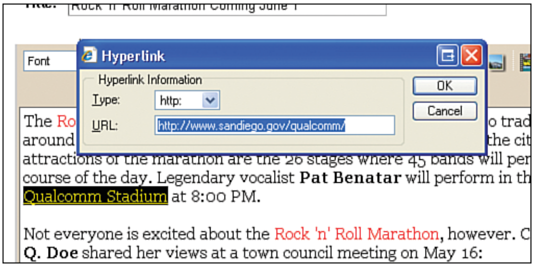
FIGURE 6.6

Enter a new, nicely formatted blog entry through the Posting tab.

Adding and formatting a blog entry's content is similar to typing and formatting a letter in a word processor program such as Microsoft Word. Figure 6.6 shows a screenshot of the blog entry screen after I have added a new entry.

Notice that I have certain text in **bold**, such as **Pat Benatar** and **Jane Q. Doe**; the quote from Jane Q. Doe is in *italic*. Also, I've changed the text color of Rock 'n' Roll Marathon to red and linked the text Qualcomm Stadium to the stadium's official website, www.sandiego.gov/qualcomm.

Specifying these format settings for your blog entry's content is straightforward. Simply use the mouse to select the text you want to apply the formatting to and then click the appropriate formatting icon in the toolbar. For example, to have the text Qualcomm Stadium link to www.sandiego.gov/qualcomm, I first selected the text and then clicked the link button in the toolbar (the picture of a globe with a chain link, to the right of the text color icon and to the left of the left align icon). This displayed a dialog box that prompted me for the URL that the user should be taken to when the link is clicked, into which I entered http://www.sandiego.gov/qualcomm (see Figure 6.7).).



Hyperlink Information

Type: http:

URL: http://www.sandiego.gov/qualcomm/

The Ro … o trad
around … the cit
attractions of the marathon are the 26 stages where 45 bands will per
course of the day. Legendary vocalist **Pat Benatar** will perform in th
Qualcomm Stadium at 8:00 PM.

Not everyone is excited about the Rock 'n' Roll Marathon, however. C
Q. Doe shared her views at a town council meeting on May 16:

FIGURE 6.7

Add a hyperlink by selecting the text to link and clicking the hyperlink icon.

IDEA GALLERY

http://www.freegraphics.com

CAN'T BEAT FREE WEB GRAPHICS

Not artistic? Find free web graphics on the web to download for your own use. We found a site that categorizes free web graphics for you (www.freegraphics.com). You can find buttons, bars, backgrounds, and clip art on many sites. Make sure to read the licensing information with each site. Sometimes the graphic images are only free if you use them on a nonprofit or personal basis. Here is a small list of cool sites we found:

AmboGraphics.com-Offers lots of beautiful patterned backgrounds

MikeBonnell.com-Has surreal-looking backgrounds and images

freeFoto.com-Where you can download stock quality photos for free

In addition to specifying the title and content for a blog entry, you can also indicate whether comments are allowed for the blog entry and the date and time the blog entry was made. (These settings can be made by clicking the Post Options link immediately beneath the blog entry content text box.) If comments are allowed, visitors to your blog may leave a comment for the blog entry. The date and time setting, which defaults to the current date and time, is simply displayed next to the blog entry on the home page.

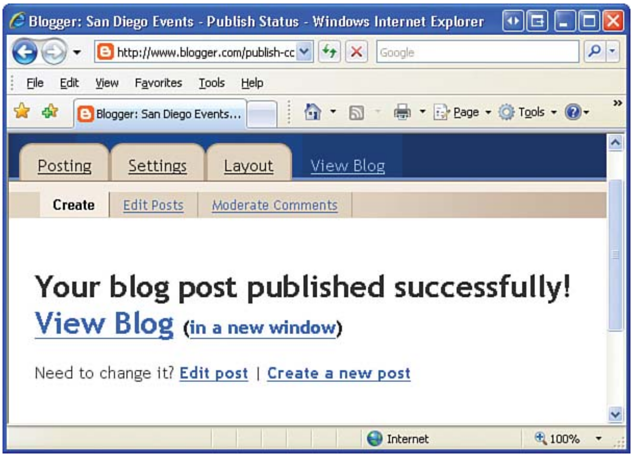
Finally, to publish your blog entry, click the Publish Post button at the bottom of the page. This takes you to the Status tab, informing you of the status of the posting. Figure 6.8 shows the Status tab after I published the Rock 'n' Roll Marathon entry.

TIP

If you aren't yet ready to publish your blog entry but don't want to lose the content you've already entered, you can click the Save Now button. This saves a copy of your blog entry but does not yet publish it to the blog's home page. This saved draft can be edited later from the Edit Posts tab.

FIGURE 6.8

Publishing your blog entry is as simple as clicking a button!



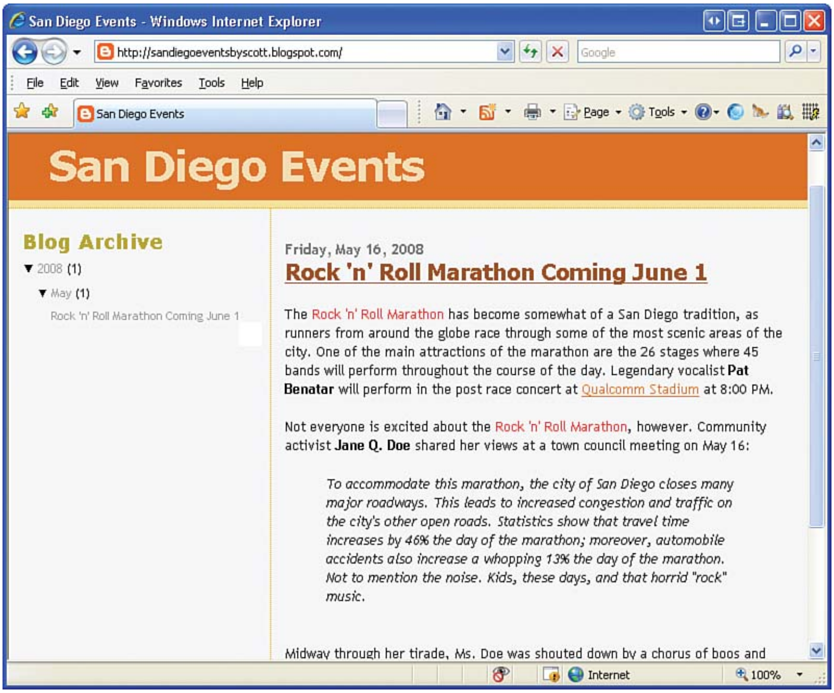
Blogger: San Diego Events - Publish Status - Windows Internet Explorer
http://www.blogger.com/publish-cc
Google
File
Edit
View
Favorites
Tools
Help
Blogger: San Diego Events...
Page
Tools
Posting
Settings
Layout
View Blog
Create
Edit Posts
Moderate Comments
Internet
100%

Your blog post published successfully!
View Blog (in a new window)

Need to change it? Edit post | Create a new post

After you publish a blog entry, it appears automatically on your blog's home page. You can visit your blog by clicking the View Blog tab in the administration interface. Figure 6.9 shows a screenshot of my blog's home page after the Rock 'n' Roll Marathon entry has been added.

Whereas the administration page is accessible only by you, the blog's creator, by default *anyone* can view your blog's home page. As we discuss in the next section, "Customizing Your Blog," you can configure your blog to limit which visitors can view your blog entries.


San Diego Events - Windows Internet Explorer
http://sandiegoeventsbyscott.blogspot.com/
Google
File Edit View Favorites Tools Help
San Diego Events
Page Tools
Internet
100%

San Diego Events

Blog Archive

▼ 2008 (1)
  ▼ May (1)
    Rock 'n' Roll Marathon Coming June 1

Friday, May 16, 2008

Rock 'n' Roll Marathon Coming June 1

The Rock 'n' Roll Marathon has become somewhat of a San Diego tradition, as runners from around the globe race through some of the most scenic areas of the city. One of the main attractions of the marathon are the 26 stages where 45 bands will perform throughout the course of the day. Legendary vocalist **Pat Benatar** will perform in the post race concert at Qualcomm Stadium at 8:00 PM.

Not everyone is excited about the Rock 'n' Roll Marathon, however. Community activist **Jane Q. Doe** shared her views at a town council meeting on May 16:

> *To accommodate this marathon, the city of San Diego closes many major roadways. This leads to increased congestion and traffic on the city's other open roads. Statistics show that travel time increases by 46% the day of the marathon; moreover, automobile accidents also increase a whopping 13% the day of the marathon. Not to mention the noise. Kids, these days, and that horrid "rock" music.*

Midway through her tirade, Ms. Doe was shouted down by a chorus of boos and

FIGURE 6.9

My blog's home page now contains my latest blog entry.

Customizing Your Blog

As you saw in the “Adding Content to Your Blog” section earlier in the chapter, Blogger makes it easy to add and edit blog entries. Additionally, Blogger makes it just as easy to customize your blog’s appearance. Through the Settings tab, you can specify your blog’s title and description, how various portions of the blog are formatted, whether your blog allows readers to add comments, how frequently to archive content, and a plethora of other options. In this section we examine the gaggle of customizations offered through the Settings tab.

To begin, start by clicking on the Settings tab in the blog’s administration page. The Settings tab has nine subtabs:

- **Basic**—The Basic tab includes rudimentary blog settings. Here you can specify your blog’s title and description, along with whether you want your blog added to the official Blogger blog listings and other settings.
- **Publishing**—Blogger allows you to host your blog on its servers (through BlogSpot.com) or on your own website. The Publishing tab provides settings that specify where the blog should be hosted.
- **Formatting**—The Formatting tab includes settings to tweak the look and feel of your blog. You can specify how date and times should be formatted, what time zone you are publishing from, whether the title field should be shown on each blog entry, and so on.
- **Comments**—By default, your blog accepts comments from readers who may stop by your blog and are registered with Blogger. You can change these default settings—perhaps not allowing any comments, or allowing any reader to leave a comment—through the Comments tab.
- **Archiving**—Recall that your blog’s home page includes only the more recent postings. Older posts are relegated to archived pages. The Archiving tab provides a means to customize how often archiving occurs.
- **Site Feed**—Most blogs provide a ***site feed***, which is a specially formatted file that contains the most recent blog entries. These feeds are automatically generated and can be used by programs called ***blog aggregators***, allowing readers to subscribe to your blog and receive notification whenever new entries are posted. You can specify whether you want your blog to include a site feed through this tab.
- **Email**—One of the cooler features of Blogger is that you can, optionally, post new blog entries simply by sending an email to a specified email address. The Email tab explains how to set up this functionality. Additionally, you can configure your blog to automatically email you a copy of any blog content published on your blog.
- **OpenID**—With each online service you use—be it a blog, an email account, or your online banking account—you must remember a new username and password. OpenID is a relatively new initiative designed to reduce the need for multiple accounts. In short, with OpenID you can create one account and use that account to sign into many different websites. For more information on OpenID, check out this subtab.
- **Permissions**—By default, only you, the blog creator, may post new entries to your blog, but anyone can view them. You can enable other registered users to add content to your blog and only display your blog’s content to a certain set of registered users.

Let's take a moment to examine some of these subtabs in more detail.

TIP

Many of the settings fields in the various subtabs have a question mark icon next to them. Clicking this icon displays a help page describing the setting's purpose. Be sure to read this help information if you get stuck!

Examining the Basic Tab

Recall that when creating your blog you were prompted to choose a title. If, at any time, you decide you want to change your blog's title, you can do so through the Basic tab. As you saw in Figure 6.9, the blog's title appears at the top of the blog's home page. Figure 6.10 shows the Basic tab.

In addition to setting your blog's title, the Basic tab provides a setting for the blog's description. The description, if provided, appears beneath the title on the blog's home page. Along with setting the title and description, the Basic tab includes the following settings (some of which are not visible in Figure 6.10 because they appear further down in the page):

- **Add Your Blog to Our Listings?**—Blogger maintains a master list of blogs on its site. This setting indicates whether you want your blog to appear in this master listing.
- **Let search engines find your blog?**—If this option is set to Yes, your blog is added to Google's Blog Search, making it easier for other people to find your blog. If you want to keep your blog out of the search engines' indexes, choose No.
- **Show Quick Editing on Your Blog?**—If this option is set to Yes, when you are logged on to Blogger and visit your blog's home page, you can see a pencil icon next to each blog entry. If you click this icon, you are taken directly to the Edit Post screen.
- **Show Email Post Links?**—If this option is set to Yes, each blog entry on the blog's home page has a mail icon next to it that any visitor can see. If a visitor clicks this icon, he can email the particular blog entry to a friend.
- **Adult content?**—If your blog contains material not suitable for children, set this option to Yes, which displays a warning message to users upon reaching the blog.
- **Show Compose Mode for All Your blogs?**—This setting determines, when writing a new blog entry or editing an existing one, whether the WYSIWYG editor is used. Unless you are familiar with HTML, leave this option as Yes; otherwise, you need to write your blog entries using HTML as opposed to the word processor-like interface shown back in Figure 6.6.

At the bottom of each of the Settings subtabs you find a Save Settings button. After making any changes to the settings in the subtab, be sure to click on Save Settings to save the changes you made.

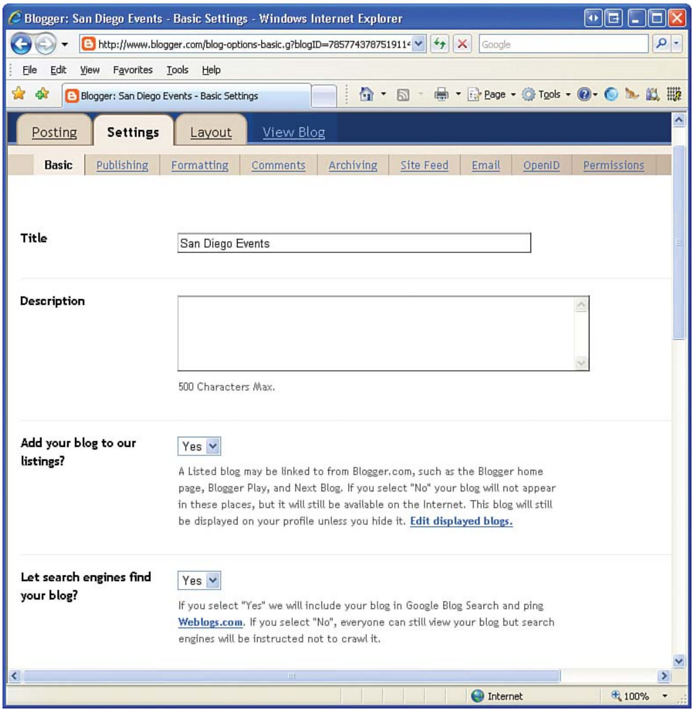
Altering the Blog's Appearance Through the Formatting Tab

Whenever you post a new entry to your blog, it appears on your blog's home page. As the number of total entries increases, the home page can become cluttered. Hence, Blogger allows you to specify how many posts to display on the home page. From the Formatting tab, you can specify either an absolute number of posts to show on the home page, or you can opt to show all posts within a specified number of days. The Formatting tab also includes settings to indicate the date and time formats to use for headers, archive links, and the time stamps added to each blog entry, along with the language to use for the date/time settings. You can also specify what time zone you live in, so that the time listed with each post is relative to your local time zone.

Figure 6.11 shows about half the Formatting tab's available settings. Other than the Date Language setting, those settings not shown in Figure 6.11 should simply use the default values provided.

IDEA GALLERY

http://www.andybudd.com/


Blogger: San Diego Events - Basic Settings - Windows Internet Explorer
http://www.blogger.com/blog-options-basic.g?blogID=7857743787519114
Google
File Edit View Favorites Tools Help
Blogger: San Diego Events - Basic Settings
Page Tools
Posting Settings Layout View Blog
Basic Publishing Formatting Comments Archiving Site Feed Email OpenID Permissions
Internet
100%

Title San Diego Events

Description

500 Characters Max.

Add your blog to our listings? Yes

A Listed blog may be linked to from Blogger.com, such as the Blogger home page, Blogger Play, and Next Blog. If you select "No" your blog will not appear in these places, but it will still be available on the Internet. This blog will still be displayed on your profile unless you hide it. Edit displayed blogs.

Let search engines find your blog? Yes

If you select "Yes" we will include your blog in Google Blog Search and ping Weblogs.com. If you select "No", everyone can still view your blog but search engines will be instructed not to crawl it.

FIGURE 6.10

Adjust your blog's title and description through the Basic tab.

Managing Comment Settings

Although a blog allows only a specified set of users to make posts, many blogs permit readers to leave comments. Comments turn a blog from a one-way communication medium into more of a dialogue. By default, your blog can accept comments only from visitors registered with Blogger, although you can change this behavior through the Comments tab (see Figure 6.12).

By default, comments are shown, although you can opt to hide them, thereby making your blog comment free. If you decide to allow comments, you can dictate who, exactly, can leave comments, through the Who Can Comment? option. The choices are

- **Anyone**—If this option is chosen, anyone can leave a comment on your blog.
- **Registered Users**—If this option is selected, only visitors who are registered with Blogger can leave comments on your blog.
- **Users with Google Accounts**—If this option is selected, any user with a Google Account can leave a comment. Those users who signed up with Blogger have a Google Account, as well as people who use any of Google's other services, such as their email service, GMail.
- **Only Members of This Blog**—You can easily configure your blog to have additional users who can post to your blog. These special users are referred to as

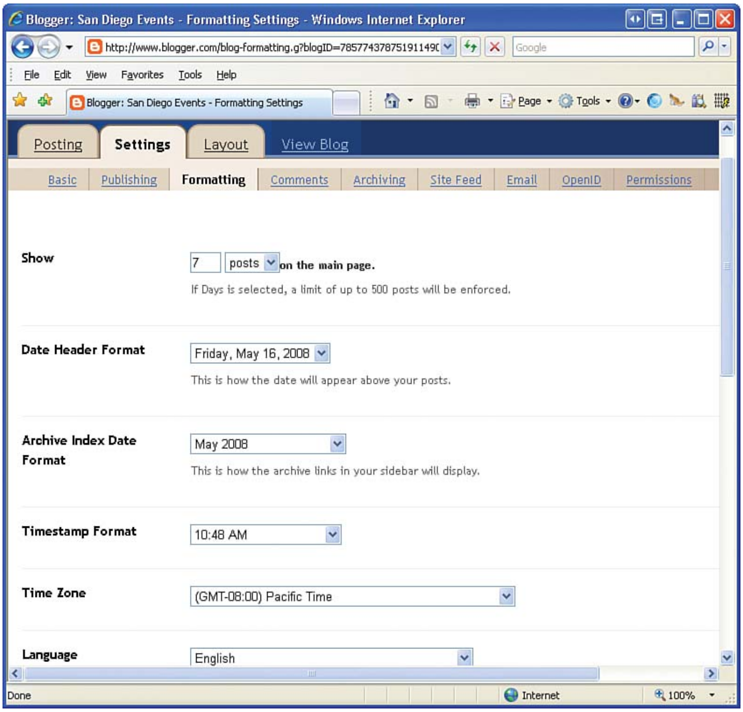
members and are added through the Members tab. When this option is selected in the Comments tab, only members may leave comments.

In addition to specifying who can leave comments, you can specify how the comment time stamp is formatted, whether comments are displayed on the same page as the blog entry or are shown in a new browser window, and whether profile images are shown on comments. (Profile images are images that are links back to the commenter's Blogger profile. There is only a profile image for those who have an account with Blogger.)

Another cool feature of Blogger is the Comment Notification setting. Here you can specify an email address that will receive a message each time a new comment is added to your blog. You can add your own email address here so that you are alerted immediately when readers add a comment to an entry, as opposed to having to continuously check your blog to see whether any new comments have been added.

FIGURE 6.11

Alter the look of the elements on the blog's home page through the Formatting tab.


Blogger: San Diego Events - Formatting Settings - Windows Internet Explorer
http://www.blogger.com/blog-formatting.g?blogID=785774378751911490
Google
File
Edit
View
Favorites
Tools
Help
Blogger: San Diego Events - Formatting Settings
Page
Tools
Posting
Settings
Layout
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
OpenID
Permissions
Done
Internet
100%

Show 7 posts **on the main page.**
If Days is selected, a limit of up to 500 posts will be enforced.

Date Header Format Friday, May 16, 2008
This is how the date will appear above your posts.

Archive Index Date Format May 2008
This is how the archive links in your sidebar will display.

Timestamp Format 10:48 AM

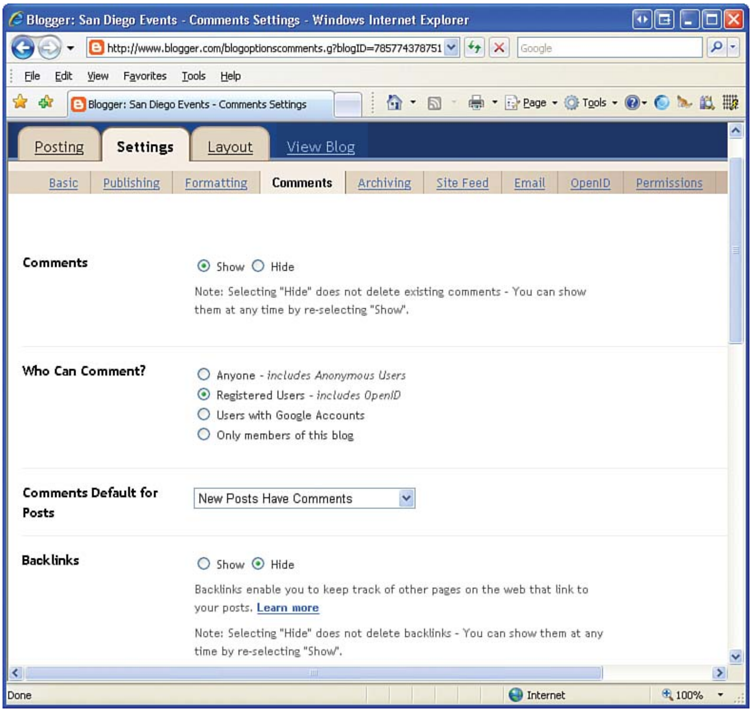
Time Zone (GMT-08:00) Pacific Time

Language English

Archiving Old Content

In the Formatting tab, you specified how many posts to display on your blog's home page. As the home page fills up with new posts, eventually old posts need to be removed from the home page. These older entries can still be accessed, though, because Blogger archives older posts. From the Archiving tab, you can specify how often the archiving should occur: daily, weekly, monthly, or not at all (see Figure 6.13).

Additionally, you can indicate whether you want each post to have a unique web page. If you set this option to No, a visitor can't view a particular blog entry. Rather, he can only view the home page and the archived pages (which would have all blog entries for a particular day, week, or month, depending on the archiving frequency you specified). However, if you set the Enable Page Posts setting to Yes (the default), each blog entry will have a unique web page. For example, the blog entry I made about the Rock 'n' Roll Marathon in the "Adding Content to Your Blog" section can be viewed directly at http://sandiegoeventsbyscott.blogspot.com/2008/05/rock-n-roll-marathon-coming-june-1.html. By having the blog entry as its own web page, I can easily share a particular blog entry either as a link in a web page or by emailing the web page URL to friends and family.


Blogger: San Diego Events - Comments Settings - Windows Internet Explorer
http://www.blogger.com/blogoptionscomments.g?blogID=785774378751
Google
File Edit View Favorites Tools Help
Blogger: San Diego Events - Comments Settings
Page Tools
Posting
Settings
Layout
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
OpenID
Permissions
Done
Internet
100%

Comments ● Show ○ Hide

Note: Selecting "Hide" does not delete existing comments - You can show them at any time by re-selecting "Show".

Who Can Comment?
○ Anyone - *includes Anonymous Users*
● Registered Users - *includes OpenID*
○ Users with Google Accounts
○ Only members of this blog

Comments Default for Posts New Posts Have Comments

Backlinks ○ Show ● Hide

Backlinks enable you to keep track of other pages on the web that link to your posts. Learn more

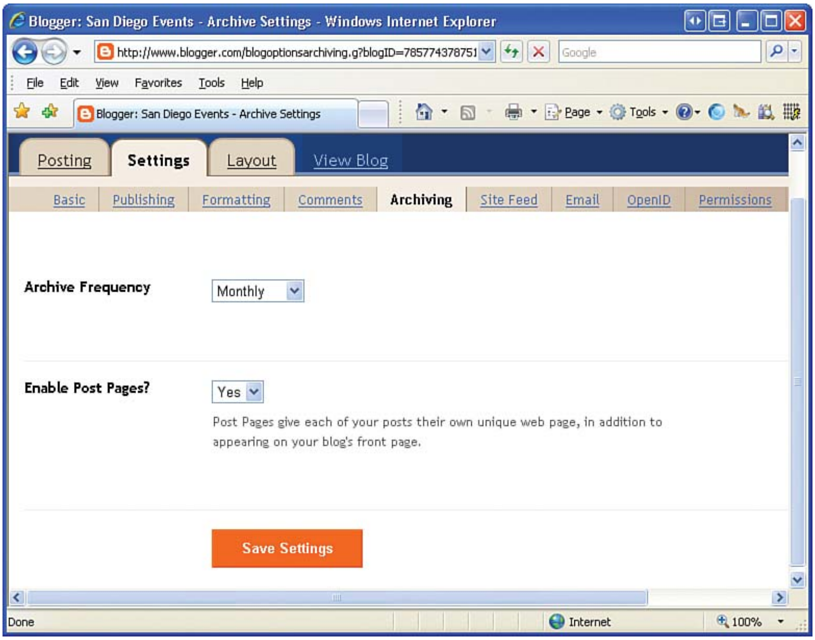
Note: Selecting "Hide" does not delete backlinks - You can show them at any time by re-selecting "Show".

FIGURE 6.12

Use the Comments tab to indicate whether your blog accepts users' comments.

FIGURE 6.13

Specify the archive frequency from the Archiving tab.


Blogger: San Diego Events - Archive Settings - Windows Internet Explorer
http://www.blogger.com/blogoptionsarchiving.g?blogID=785774378751
Google
File Edit View Favorites Tools Help
Blogger: San Diego Events - Archive Settings
Page
Tools
Posting
Settings
Layout
View Blog
Basic
Publishing
Formatting
Comments
Archiving
Site Feed
Email
OpenID
Permissions
Save Settings
Done
Internet
100%

Archive Frequency Monthly

Enable Post Pages? Yes

Post Pages give each of your posts their own unique web page, in addition to appearing on your blog's front page.

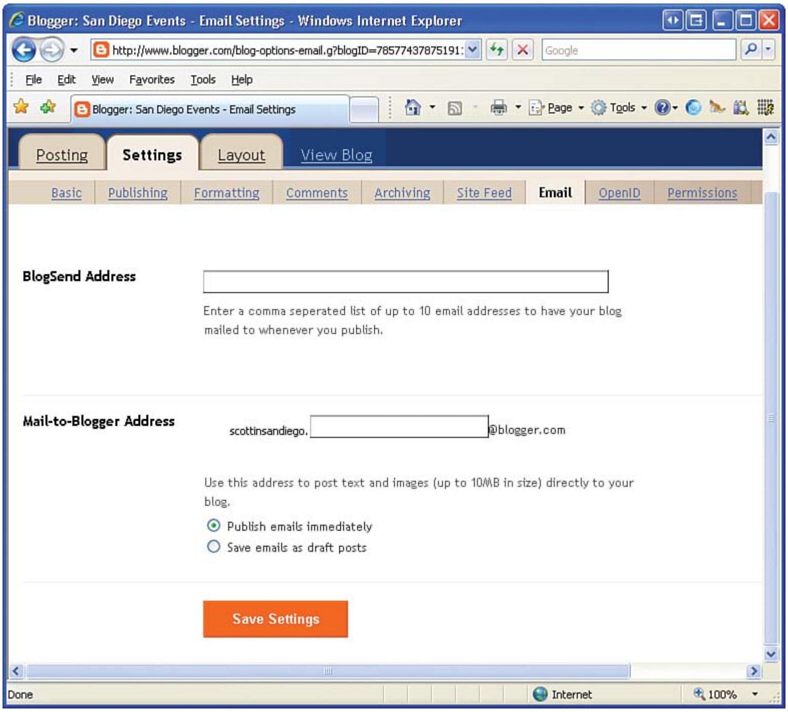
Working with Postings via Email

In the "Adding Content to Your Blog" section, we saw how to use Blogger's WYSIWYG editor to compose a blog entry. In addition to this, Blogger allows you to post blog content by simply sending an email to a predefined email address. To be able to post via email, you need to first visit the Email tab (see Figure 6.14) and complete the Mail-to-Blogger Address section, choosing a secret name. After you have chosen this secret name and clicked the Save Settings button, you can then post content to your blog by simply emailing to **username.secretName@blogger.com**. For example, suppose that for my blog I chose the secret name "email"; I could then post content to my blog by simply emailing the content I wanted to appear to scottinsandiego.email@blogger.com.

TIP

Blogger uses the subject of the email as the title for the blog entry, and the body of the email as the blog entry's content. To get the hang of it, after you have configured your blog to accept email posts, try sending a few test email messages and observe how various email subjects and bodies affect the content of the post. (Don't worry, you can always delete these test posts through the Posting tab's Edit Posts subtab.)

Along with posting blog content by email, you can opt to automatically receive any new blog posts made to a specified email address. If you want to receive an email copy of your posts, provide your email address in the BlogSend Address field.


Blogger: San Diego Events - Email Settings - Windows Internet Explorer
http://www.blogger.com/blog-options-email.g?blogID=78577437875191:
Google
File Edit View Favorites Tools Help
Blogger: San Diego Events - Email Settings
Page Tools
Posting Settings Layout View Blog
Basic Publishing Formatting Comments Archiving Site Feed Email OpenID Permissions
Save Settings
Done
Internet
100%

BlogSend Address

Enter a comma seperated list of up to 10 email addresses to have your blog mailed to whenever you publish.

Mail-to-Blogger Address

scottinsandiego.____@blogger.com

Use this address to post text and images (up to 10MB in size) directly to your blog.

● Publish emails immediately

○ Save emails as draft posts

FIGURE 6.14

Who needs a web browser? Post your blog entries using email!

Customizing the Blog's Template

Recall that when creating your blog you were asked to pick a template; for my blog, I chose the Sand Dollar template. The template provides a standardized look and feel for your blog, but you can customize your blog's template or even choose a new template through the Layout tab. The Layout tab, which is one of the top-level tabs located next to the Settings tab, has four subtabs: Page Elements, Fonts and Colors, Edit HTML, and Pick New Template.

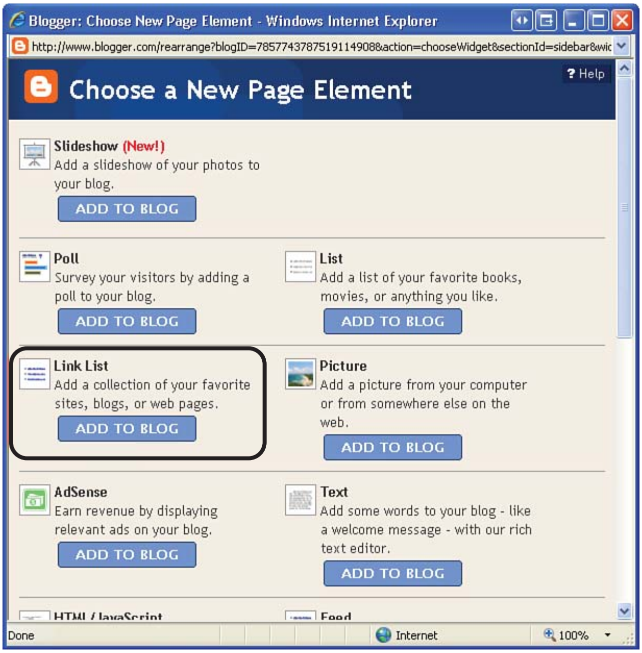
The Page Elements subtab allows you to define what content appears within the template. Take a moment to refer to Figure 6.9, which shows my blog when viewed through a browser. Note that the page is divided into two columns: The left column lists the blog's content organized chronologically; the right column displays the most recent blog entries. You can include additional information in the left column, such as a poll, a picture, text, a list of hyperlinks, or information about yourself. Let's add a list of links to

THE PURPOSE OF THE DATE AND TIME SETTINGS

the left column. From the Page Elements tab, click the Add a Page Element link. This brings up the window shown in Figure 6.15, where you can choose what page element to add. Click the Add to Blog button for the Link List.

Next, you are prompted for the list of links to display. As Figure 6.16 shows, I added three hyperlinks to my new page element. After you have added the links for your site, click the Save Changes button to update your blog with the new page element. After creating your links and saving your blog's layout, visit your blog's home page. As Figure 6.17 shows, the links added in Figure 6.16 are now displayed in the blog's home page.

Customizing the fonts and colors used to display the text in your blog is also possible. The Fonts and Colors tab, shown in Figure 6.18, provides an easy and intuitive way to change the fonts and colors for specific regions in the template, such as the page's text color and font, the blog title's color and font, and so on. Choose the region of your template to edit from the drop-down list in the upper-left corner, and then select the color or font from the choices on the right. A preview of the changes is displayed below.



Blogger: Choose New Page Element - Windows Internet Explorer
http://www.blogger.com/rearrange?blogID=7857743787519114908&action=chooseWidget&sectionId=sidebar&wic
? Help
ADD TO BLOG
Done
Internet
100%

Choose a New Page Element

Slideshow (New!)
Add a slideshow of your photos to your blog.

Poll
Survey your visitors by adding a poll to your blog.

List
Add a list of your favorite books, movies, or anything you like.

Link List
Add a collection of your favorite sites, blogs, or web pages.

Picture
Add a picture from your computer or from somewhere else on the web.

AdSense
Earn revenue by displaying relevant ads on your blog.

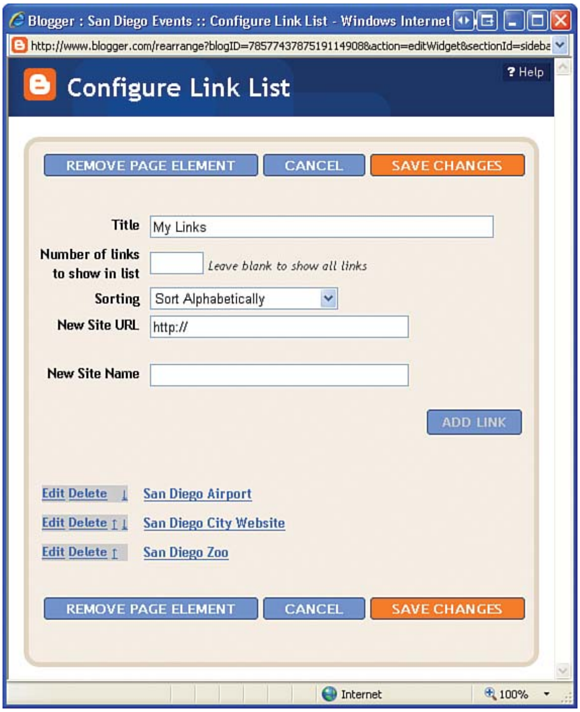
Text
Add some words to your blog - like a welcome message - with our rich text editor.

HTML / JavaScript

Feed

FIGURE 6.15

Add the Link List page element to your blog's template.



Blogger : San Diego Events :: Configure Link List - Windows Internet
http://www.blogger.com/rearrange?blogID=7857743787519114908&action=editWidget&sectionId=sideba
? Help
REMOVE PAGE ELEMENT
CANCEL
SAVE CHANGES
ADD LINK
Internet
100%

Configure Link List

Title: My Links

Number of links to show in list: *Leave blank to show all links*

Sorting: Sort Alphabetically

New Site URL: http://

New Site Name:

Edit Delete ↓ San Diego Airport

Edit Delete ↑↓ San Diego City Website

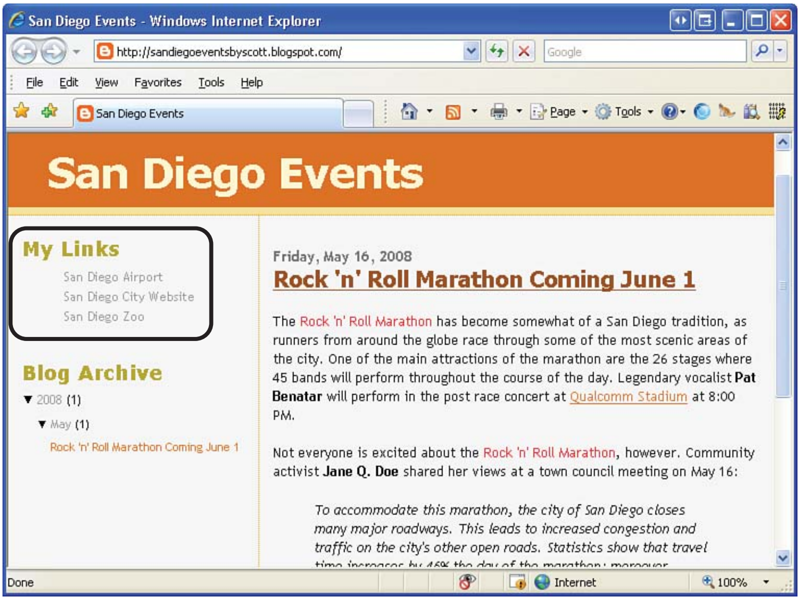
Edit Delete ↑ San Diego Zoo

FIGURE 6.16

Enter the links to appear in the Link List element.

FIGURE 6.17

The blog's home page now displays the My Links in the left column.


San Diego Events - Windows Internet Explorer
http://sandiegoeventsbyscott.blogspot.com/
Google
File Edit View Favorites Tools Help
San Diego Events
Page Tools
San Diego Events
My Links
San Diego Airport
San Diego City Website
San Diego Zoo
Blog Archive
▼ 2008 (1)
▼ May (1)
Rock 'n' Roll Marathon Coming June 1
Done
Internet
100%

Friday, May 16, 2008

Rock 'n' Roll Marathon Coming June 1

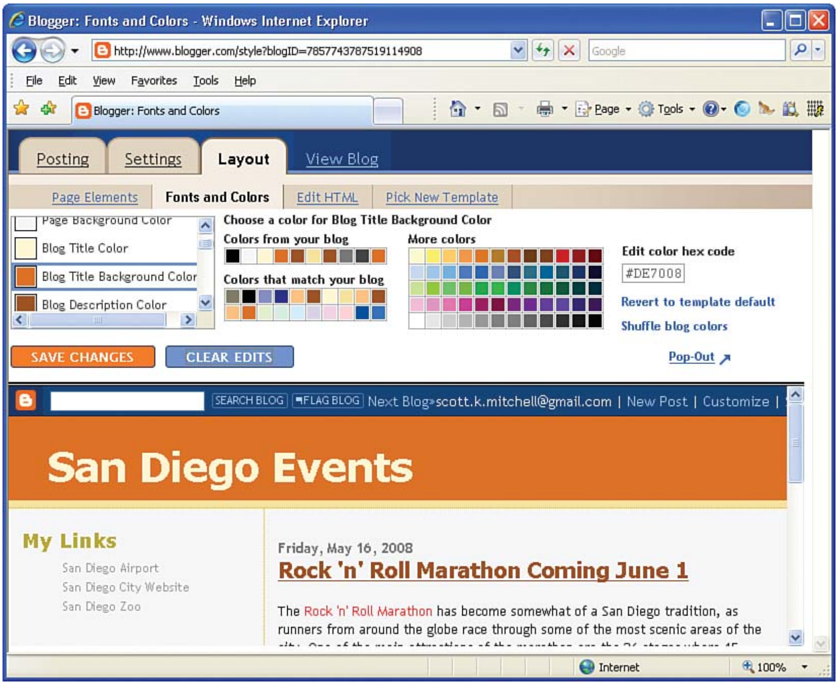
The Rock 'n' Roll Marathon has become somewhat of a San Diego tradition, as runners from around the globe race through some of the most scenic areas of the city. One of the main attractions of the marathon are the 26 stages where 45 bands will perform throughout the course of the day. Legendary vocalist **Pat Benatar** will perform in the post race concert at Qualcomm Stadium at 8:00 PM.

Not everyone is excited about the Rock 'n' Roll Marathon, however. Community activist **Jane Q. Doe** shared her views at a town council meeting on May 16:

> *To accommodate this marathon, the city of San Diego closes many major roadways. This leads to increased congestion and traffic on the city's other open roads. Statistics show that travel*

FIGURE 6.18

You can customize the template's colors and fonts from the Layout tab.


Blogger: Fonts and Colors - Windows Internet Explorer
http://www.blogger.com/style?blogID=7857743787519114908
Google
File Edit View Favorites Tools Help
Blogger: Fonts and Colors
Page Tools
Posting
Settings
Layout
View Blog
Page Elements
Fonts and Colors
Edit HTML
Pick New Template
Page Background Color
Blog Title Color
Blog Title Background Color
Blog Description Color
Choose a color for Blog Title Background Color
Colors from your blog
Colors that match your blog
More colors
Edit color hex code
Revert to template default
Shuffle blog colors
SAVE CHANGES
CLEAR EDITS
Pop-Out
SEARCH BLOG
FLAG BLOG
Next Blog»
scott.k.mitchell@gmail.com
New Post
Customize
San Diego Events
My Links
San Diego Airport
San Diego City Website
San Diego Zoo
Internet
100%

Edit color hex code: #DE7008

Friday, May 16, 2008

Rock 'n' Roll Marathon Coming June 1

The Rock 'n' Roll Marathon has become somewhat of a San Diego tradition, as runners from around the globe race through some of the most scenic areas of the

TIP

If you want to replace the template you selected when creating your blog with one of the other premade Blogger templates, click the Pick New Template subtab. This lists the predefined Blogger templates, allowing you to choose a different one than your current template. Do realize, however, that choosing a new template causes you to lose any customizations made to your existing template.

Summary

This chapter examined how to create a blog using the free Blogger service. Blogs are an increasingly popular medium for publishing information online and are used by individuals, families, small businesses, and even large corporations as a way to quickly and easily post entries to a website.

Blogs are composed of a series of blog entries. By default, only you, the blog's creator, can add, edit, or delete entries. However, Blogger allows you to optionally invite other individuals to participate in your blog, granting them access to add their own entries. This feature is especially useful for a small business or family, where you want to allow select employees or members of the family to contribute to a single blog.

In addition to making it a cinch to add, edit, and delete blog entries, Blogger provides many other features:

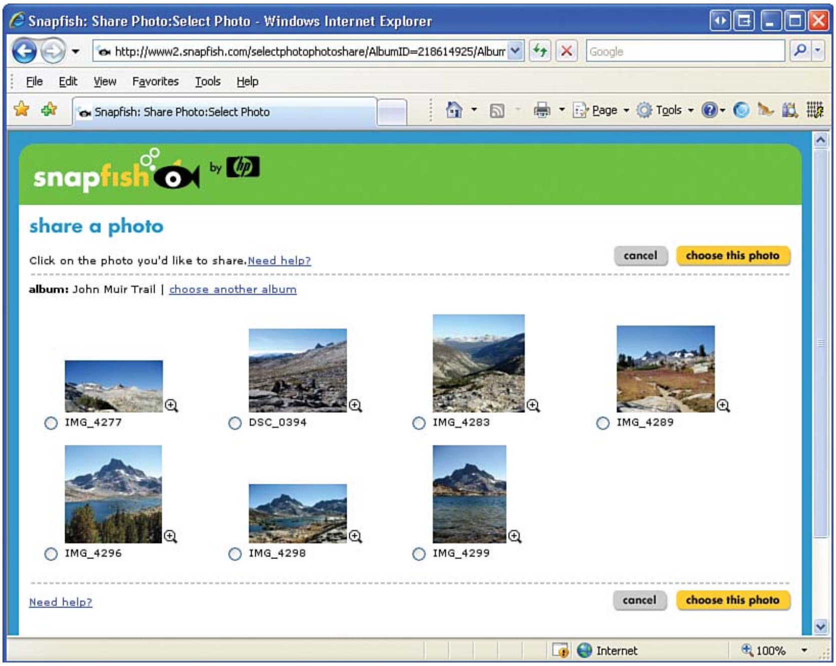
- Visitors can leave comments for a particular blog entry.
- Your blog can provide a site feed for visitors who use aggregator programs.
- You can post to your blog by simply sending an email to a particular, secret email address.

Blogger also makes it easy to customize your blog. There are a bevy of settings you can tweak to tailor your blog to meet your particular needs. If you are familiar with HTML, you can even customize your blog's template, meaning that your blog's appearance is totally customizable.

Blogs are a fun and easy way to share your thoughts, views, or knowledge online. Why not get started blogging today?

CHAPTER 7

Sharing Images Online with Snapfish


Snapfish: Share Photo:Select Photo - Windows Internet Explorer
http://www2.snapfish.com/selectphotophotoshare/AlbumID=218614925/Album
Google
File
Edit
View
Favorites
Tools
Help
Snapfish: Share Photo:Select Photo
Page
Tools
snapfish by hp
cancel
choose this photo
Internet
100%

share a photo

Click on the photo you'd like to share. Need help?

album: John Muir Trail | choose another album

○ IMG_4277
○ DSC_0394
○ IMG_4283
○ IMG_4289
○ IMG_4296
○ IMG_4298
○ IMG_4299

Need help?

There will come a time in the not-so-distant future where your children, or perhaps your children's children, will look at you and, with incredulity, stammer, "Pictures used to be stored on *film*? What is this film, and why did it need to be *developed*?" Although we were raised with film-based cameras being the staple for any vacation or family gathering, over the past decade, film-based cameras have been going the way of the Dodo bird. Today, it seems, everyone has a digital camera, and why not? Quality, entry-level digital cameras can be had for $100–$200 and come packed with more capacity and features than those more expensive models from years past.

One nice feature of film-based cameras is that after you develop your pictures you have a physical print that you can put in an album. For many years, getting a physical print from a digital camera was not a trivial task because only a few up-scale photography stores offered such services. Today, however, virtually all stores that develop film can create prints from digital images. Many also can, for a few dollars extra, provide you with a CD that contains your images. There are even specialized image printers that you can buy that you can use to create prints directly from a digital camera in the comfort of your own home. Because a digital camera stores its images digitally, these image files can be uploaded to a home computer. From there you can manipulate the images with the appropriate software, resizing them, reducing red-eye, or applying other effects. You can move these images from your computer to your website, email the images directly to friends and family, or use web applications such as Snapfish to share your images online.

In previous chapters, you learned how to use the templates included on this book's CD to create your own website, including how to add images to your website. For example, if you recently vacationed in Hawaii and took a slew of pictures with your digital camera, on returning you might want to build a "My Trip to Hawaii" website with various web pages describing your trip and the activities you enjoyed, accompanied by pictures you took on vacation. To create such a site, you would use the techniques learned in previous chapters.

What if you didn't want an entire, "My Trip to Hawaii" website, though? What if all you wanted was to share the pictures you took with friends and family, enabling them to order prints of those photos they liked best? A number of free web applications are available that make ordering prints and sharing photos with friends and family a breeze. In this chapter, we'll examine one such web application in detail, Snapfish.

> *"A number of free web applications are available that make ordering prints and sharing photos with friends and family a breeze."*

Choosing an Online Image Sharing Service

The first step in sharing your digital photos online is to create an account with a photo sharing service such as Snapfish. Snapfish is just one of a multitude of websites that provide digital image processing and photo sharing.

Other popular image sharing web applications include

- MyPhotoAlbum.com (www.myphotoalbum.com)
- ShutterFly (www.shutterfly.com)
- WebShots (www.webshots.com)
- Flickr (www.flickr.com)

All these sites basically have the same core set of features: They make it easy to upload and share your digital images, allowing you and your friends and family to order prints. Although any of these sites would likely meet your needs, I suggest that if you're interested in sharing your photos online you use Snapfish because you can follow along with this chapter.

TIP

In addition to being able to order prints, most of these online photo sharing web applications—including Snapfish—allow you or friends and family to buy photo-related gifts. For example, you can buy Dad a coffee mug with a picture of his grandchildren on it, or a mouse pad with a picture of your family for yourself.

Creating an Account on SnapFish

Before you can upload your digital photos to Snapfish and share them with friends and family, you need to create a free account. Start by firing up your browser and heading over to www.snapfish.com. On the home page is a link to get you started using Snapfish. Clicking on this takes you to the registration page (shown in Figure 7.1), where you are prompted for your name, email address, and a password.

NOTE

Along with sharing digital photos and ordering prints and photo-related items, Snapfish will develop film and mail you the prints. If you plan on using this feature you are prompted to provide your mailing address when creating your account.

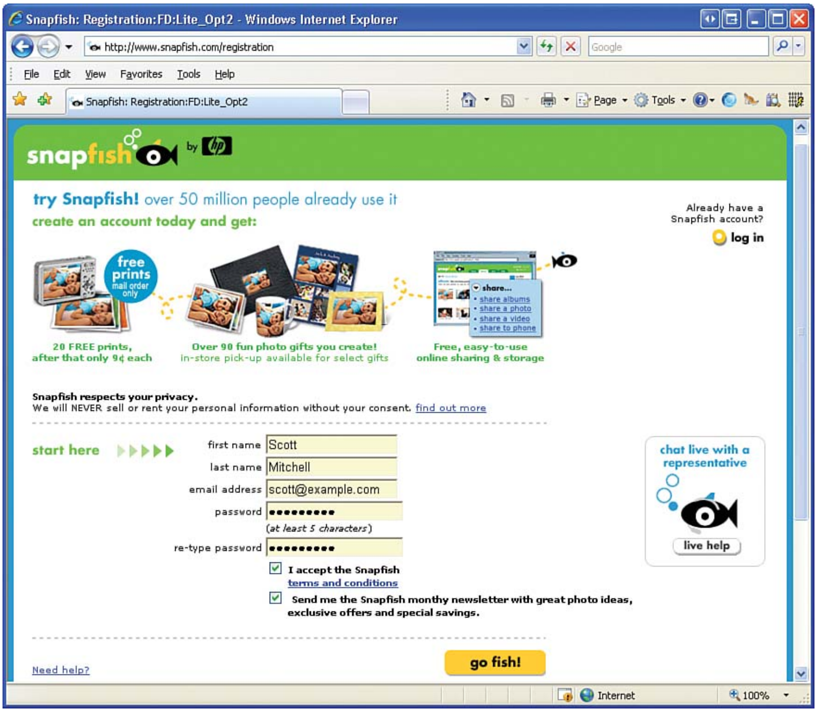
Congratulations! You now have an account on Snapfish! That was easy. After creating your account you see your customized Snapfish home page, where you can upload digital photos, order prints, or share your photos with friends and family (see Figure 7.2).

Take a moment to examine the Snapfish home page shown in Figure 7.2. Along the top are tabs that, when clicked, take you to various pages on the site:

- **Home**— When logging on to Snapfish, you are taken to this tab, your customized home page. From the home page, you can easily accomplish the most common tasks: upload images, order prints, and share photos.
- **Photos**—The Photos tab allows you to work with the photos you've already uploaded. You can delete photos from your Snapfish account, organize them into albums, email photos to friends and family, order a photo CD, and so on.
- **Store**—After you've uploaded your photos, you may want to order photo-related items, such as a photo book, calendar, coffee mug, or handbag adorned with pictures of your choice. These transactions can be carried out through the Stores tab.

There is also a link in the upper-right corner titled "Your Account" that you can use to edit your account settings—name, email address, mailing address, and so on—record commonly used email addresses in an Address Book, and set account-level preferences.

Throughout the remainder of this chapter, you'll learn how to use Snapfish to upload and manage your digital pictures, invite friends and family to view your online photo albums, and order prints and gifts.


Snapfish: Registration:FD:Lite_Opt2 - Windows Internet Explorer
http://www.snapfish.com/registration
Google
File
Edit
View
Favorites
Tools
Help
Snapfish: Registration:FD:Lite_Opt2
Page
Tools
snapfish by hp
free prints mail order only
share...
share albums
share a photo
share a video
share to phone
log in
live help
go fish!
Internet
100%

try Snapfish! over 50 million people already use it

create an account today and get:

20 FREE prints, after that only 9¢ each

Over 90 fun photo gifts you create! in-store pick-up available for select gifts

Free, easy-to-use online sharing & storage

Already have a Snapfish account?

Snapfish respects your privacy.
We will NEVER sell or rent your personal information without your consent. find out more

start here

first name: Scott
last name: Mitchell
email address: scott@example.com
password: ●●●●●●●●●
(at least 5 characters)
re-type password: ●●●●●●●●●

☑ I accept the Snapfish terms and conditions

☑ Send me the Snapfish monthy newsletter with great photo ideas, exclusive offers and special savings.

chat live with a representative

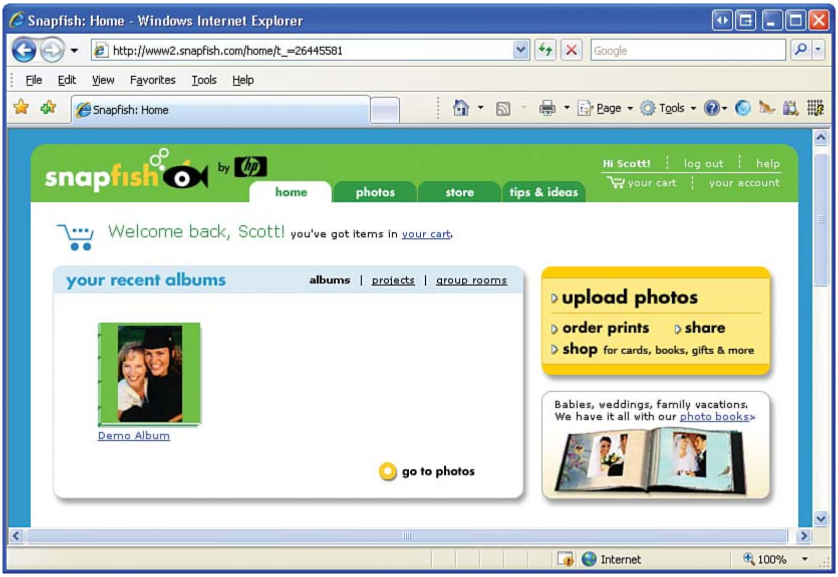
Need help?

FIGURE 7.1

To get started, create an account on Snapfish.

FIGURE 7.2

Welcome to your Snapfish home page.



Snapfish: Home - Windows Internet Explorer
http://www2.snapfish.com/home/t_=26445581
Google
File Edit View Favorites Tools Help
Snapfish: Home
Page Tools
snapfish by hp
home
photos
store
tips & ideas
Hi Scott!
log out
help
your cart
your account
your recent albums
albums | projects | group rooms
Demo Album
go to photos
upload photos
order prints
share
shop for cards, books, gifts & more
Internet
100%

Welcome back, Scott! you've got items in your cart.

Babies, weddings, family vacations. We have it all with our photo books>

Uploading and Managing Your Digital Pictures

Snapfish organizes your digital pictures using ***albums***. An album in Snapfish is similar to a physical picture album: Just like you may have multiple photo albums at home, your Snapfish account may have multiple albums, and each album can hold many pictures. As you'll see shortly, when uploading images to Snapfish, you can specify that they be added to an existing album or be placed in a new one. After your images have been added to an album, you can edit the albums through the Photos tab, adding or removing pictures from the album, renaming the album, and so on.

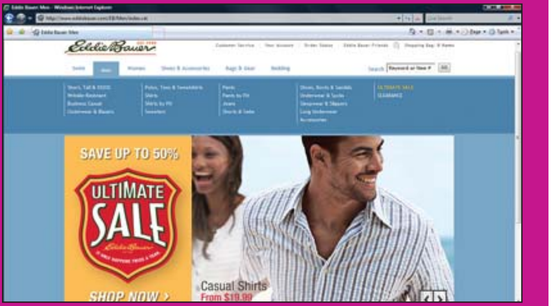
When you created your Snapfish account, a Demo Album was added automatically. This album is a noneditable album—you can't add new images to this album or edit those pictures within. (You can, however, remove the album from your account, which you see how to do in the "Editing and Deleting Your Pictures and Albums" section.)

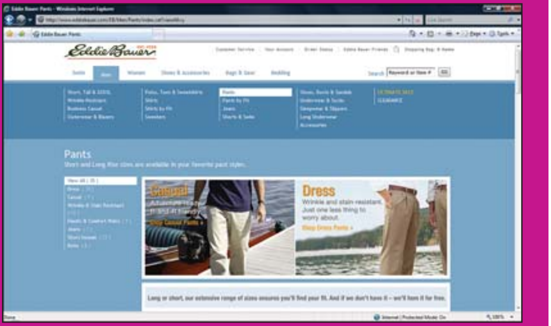
The albums in your account are listed in two places: Your Snapfish home page lists the most recently created albums; the Photos tab lists *all* your albums. If you just created your account, your home page should list only one album in the recently created albums section, the Demo Album (refer to Figure 7.2).

To work with the images inside a particular album, simply click the album. This lists the album's images as well as provides a quick list of things you can do. Figure 7.3 shows the screen after I clicked the Demo Album from my home page.

IDEA GALLERY

http://www.eddiebauer.com





WHAT MAKES YOUR SITE STAND OUT FROM THE CROWD? WHY TO INVEST IN SEARCHING AND BROWSING

This site is a good one to review when you have lots of items or information to display. This major retailer has thousands of items that are organized under many categories. Those categories are then broken into subcategories, which provide easier site navigation. The items are often under more than one category, offering the user an efficient way to get to the same item. Clicking on the Men category displays all the subcategories for Men. Clicking on Pants brings up all the categories of pants on the left side of the screen. This structure makes it easier for users to find the products they're looking for and even easier for them to buy, which after all is the goal of the site.

Each of the album's photos is displayed as a small, thumbnail image, but you can click on the image to see a larger version. The Want To list on the right provides a list of actions you can take. For example, if you want to add new photos to the currently selected album, simply click the Add Photos link.

NOTE

You cannot upload images to or edit the pictures in the Demo Album.

Adding Pictures to Your Account

Snapfish provides two ways to add digital pictures to your account. You can upload them directly from your home computer, or you can email them as attachments to save@mysnapfish.com.

TIP

If you have a camera-enabled, Internet connected mobile phone, you can email pictures taken from your mobile phone directly to your Snapfish account. This involves associating your mobile phone number with your Snapfish account and configuring your phone to email pictures to save@mysnapfish.com. This discussion is beyond the scope of this book, but you can learn more about sending in pictures from your mobile at www.snapfish.com/infoemailupload.

To upload pictures directly from your computer, click the Upload Photos link in the upper-right corner. This link is found both on the Home and

Photos tabs. Clicking this link displays the Upload Photos screen, which has two steps. The first step is to choose which album you want the uploaded photos to be saved under. By default, you are prompted to create a new album. If you have existing albums in your account, you can opt to have the photos placed there instead of in a new album. The next step is to select those files you want to upload. Figures 7.4 and 7.5 show these two steps.

To select the files to upload, click the Select Photos button. This displays the file dialog box shown in Figure 7.5 where you can select the image files from your computer to upload to Snapfish. After you've selected the files from your computer, click OK to initiate the uploading process. Depending on the number and size of your photos and the speed of your Internet connection, this process can take from a few seconds to several minutes.

As mentioned earlier, Snapfish also allows you to add pictures by sending them in an email. This option is useful for uploading pictures from mobile phones or when you are working offline. That is, if you are at your laptop or computer and are not connected to the Internet, you cannot upload your images through the Upload Images web page because you'll be unable to connect to Snapfish. You can, however, create an email message for each image that you want to upload to your account. Granted, these email messages are not sent until the next time you connect to the Internet, but on connecting, you do not need to use the Snapfish website to upload your images—they are sent directly from your email program.

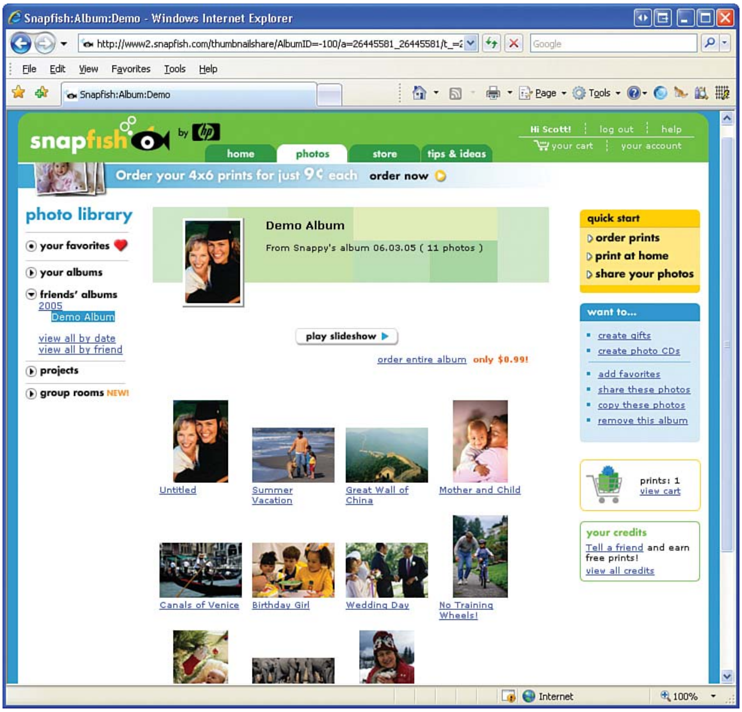
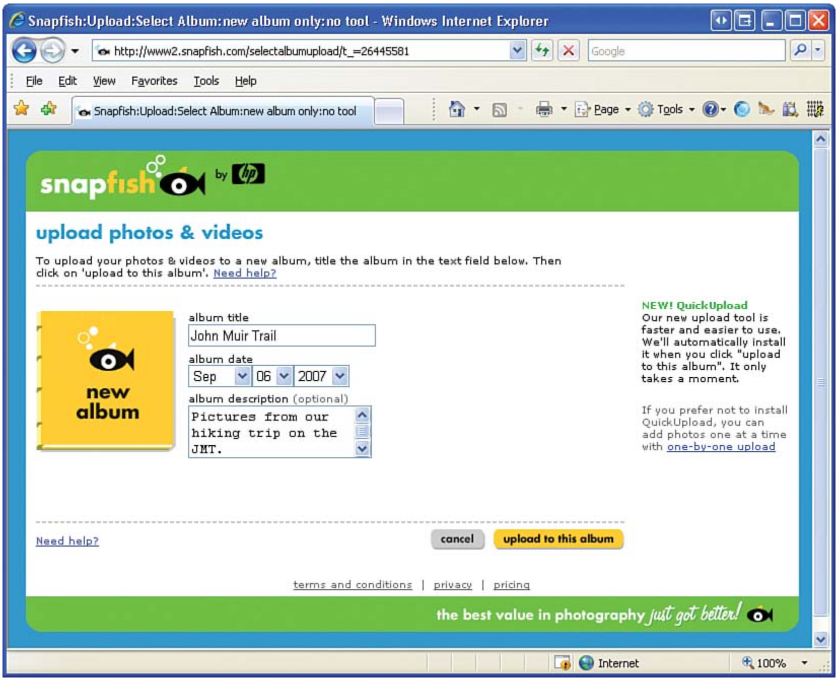

Snapfish:Album:Demo - Windows Internet Explorer
http://www2.snapfish.com/thumbnailshare/AlbumID=-100/a=26445581_26445581/t_=2
Google
File
Edit
View
Favorites
Tools
Help
Snapfish:Album:Demo
Page
Tools
snapfish by hp
Hi Scott!
log out
help
your cart
your account
home
photos
store
tips & ideas
Order your 4x6 prints for just 9¢ each
order now
photo library
your favorites
your albums
friends' albums
2005
Demo Album
view all by date
view all by friend
projects
group rooms NEW!
Demo Album
From Snappy's album 06.03.05 (11 photos)
play slideshow
order entire album
only $0.99!
Untitled
Summer Vacation
Great Wall of China
Mother and Child
Canals of Venice
Birthday Girl
Wedding Day
No Training Wheels!
quick start
order prints
print at home
share your photos
want to...
create gifts
create photo CDs
add favorites
share these photos
copy these photos
remove this album
prints: 1
view cart
your credits
Tell a friend and earn free prints!
view all credits
Internet
100%

FIGURE 7.3

Click on an album to view or edit its photos.



Snapfish:Upload:Select Album:new album only:no tool - Windows Internet Explorer

http://www2.snapfish.com/selectalbumupload/t_=26445581

File
Edit
View
Favorites
Tools
Help
Page
Tools
snapfish by hp
new album
cancel
upload to this album
Internet
100%

upload photos & videos

To upload your photos & videos to a new album, title the album in the text field below. Then click on 'upload to this album'. Need help?

album title: John Muir Trail

album date: Sep 06 2007

album description (optional): Pictures from our hiking trip on the JMT.

NEW! QuickUpload
Our new upload tool is faster and easier to use. We'll automatically install it when you click "upload to this album". It only takes a moment.

If you prefer not to install QuickUpload, you can add photos one at a time with one-by-one upload

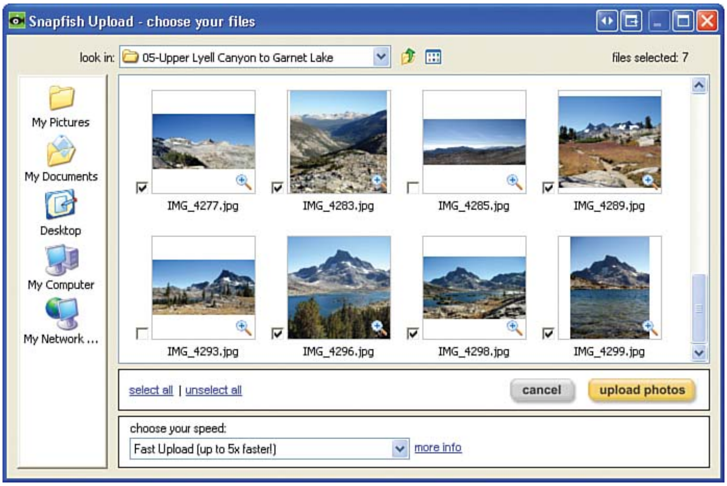
Need help?

terms and conditions | privacy | pricing

the best value in photography just got better!

FIGURE 7.4

Choose or create the album where your photos will be saved.



Snapfish Upload - choose your files

look in: 05-Upper Lyell Canyon to Garnet Lake

files selected: 7

☑ IMG_4277.jpg
☑ IMG_4283.jpg
☐ IMG_4285.jpg
☑ IMG_4289.jpg
☐ IMG_4293.jpg
☑ IMG_4296.jpg
☑ IMG_4298.jpg
☑ IMG_4299.jpg

choose your speed: Fast Upload (up to 5x faster!)

My Pictures
My Documents
Desktop
My Computer
My Network ...
select all | unselect all
cancel
upload photos
more info

FIGURE 7.5

Choose the files you want to upload.

To add pictures to your account through email, simply send an email to save@mysnapfish.com with each image you want to add included as an email attachment. When Snapfish receives this email with your images, it sends an email back to you with a link that, when clicked, allows you to select which of the emailed images you want added to your account and which ones you want to discard. Figure 7.6 shows the email Snapfish sent back to me after receiving images I sent to save@snapfish.com.

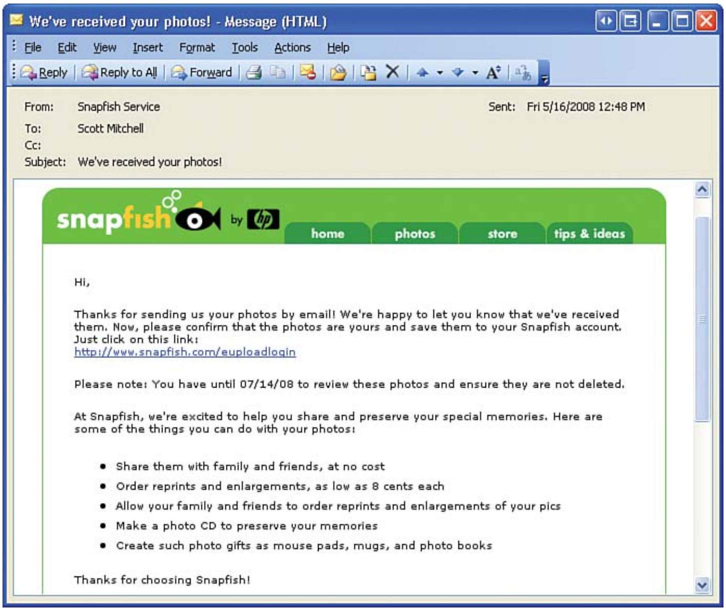
> *"To add pictures to your account through email, simply send an email to save@mysnapfish.com with each image you want to add included as an email attachment."*

Editing and Deleting Your Pictures and Albums

After uploading pictures to your account, take a moment to review them. To do so, go to the Photos tab, which lists the albums in your account. Click on the album whose pictures you want to review.

Are there pictures that are laid out vertically but need to be displayed horizontally? Would a particular photo look better with a border around it? Do your images have descriptive captions, or is each picture identified with some cryptic caption such as IMG 4277? Perhaps there are images that you no longer want in your album.

Fortunately, Snapfish makes editing and deleting pictures as easy as adding them. If you



From: Snapfish Service
Sent: Fri 5/16/2008 12:48 PM
To: Scott Mitchell
Cc:
Subject: We've received your photos!

Hi,

Thanks for sending us your photos by email! We're happy to let you know that we've received them. Now, please confirm that the photos are yours and save them to your Snapfish account. Just click on this link:
http://www.snapfish.com/euploadlogin

Please note: You have until 07/14/08 to review these photos and ensure they are not deleted.

At Snapfish, we're excited to help you share and preserve your special memories. Here are some of the things you can do with your photos:

- Share them with family and friends, at no cost
- Order reprints and enlargements, as low as 8 cents each
- Allow your family and friends to order reprints and enlargements of your pics
- Make a photo CD to preserve your memories
- Create such photo gifts as mouse pads, mugs, and photo books

Thanks for choosing Snapfish!

FIGURE 7.6

When you email save@snapfish.com, you are sent a confirmation email.

want to edit or delete a single image, first click on the album it exists in and then on the picture itself. In the right column, you find an assortment of links for editing or deleting the specific image under the Edit & Organize heading (see Figure 7.7).

If you want to edit or delete multiple pictures in an album, click on the album that contains the photos you want to edit or delete. In the right column, you see a series of links similar to those shown in Figure 7.7. The difference is that when you click on these links from the album view, you are asked to choose which pictures in the album you want to edit or delete.

When viewing an individual photo, the links under the Edit & Organize heading include

- **Add Borders**—Allows you to choose a border to add to your picture. Realize that adding a border creates a *new*, bordered picture in your album. The original picture, sans the border, remains untouched. Figure 7.8 shows the Add Borders screen.
- **Rotate and Flip**—If an image is laid out incorrectly and needs to be flipped, click on this link.
- **Caption Photos**—If your pictures have nondescript titles (such as IMG_4277), click on this link to provide more intelligible captions.
- **Move Photos**—Click this link to move the photo to a different album.

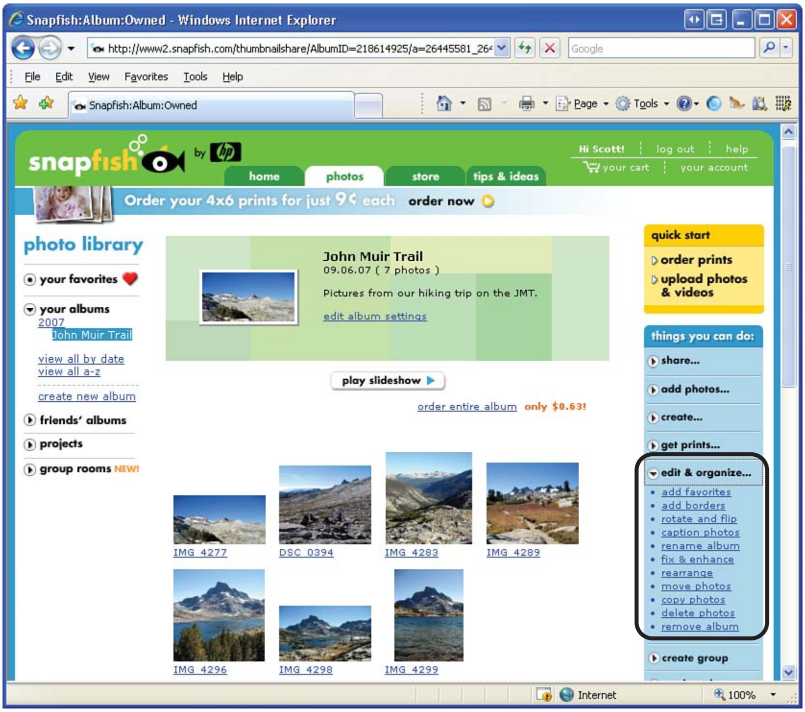

Snapfish:Album:Owned - Windows Internet Explorer
http://www2.snapfish.com/thumbnailshare/AlbumID=218614925/a=26445581_26
Google
File Edit View Favorites Tools Help
Snapfish:Album:Owned
Page Tools
snapfish by hp
Hi Scott! log out help
your cart your account
home photos store tips & ideas
Order your 4x6 prints for just 9¢ each order now
photo library
your favorites
your albums
2007
John Muir Trail
view all by date
view all a-z
create new album
friends' albums
projects
group rooms NEW!
John Muir Trail
09.06.07 (7 photos)
Pictures from our hiking trip on the JMT.
edit album settings
play slideshow
order entire album only $0.63!
IMG_4277
DSC_0394
IMG_4283
IMG_4289
IMG_4296
IMG_4298
IMG_4299
quick start
order prints
upload photos & videos
things you can do:
share...
add photos...
create...
get prints...
edit & organize...
add favorites
add borders
rotate and flip
caption photos
rename album
fix & enhance
rearrange
move photos
copy photos
delete photos
remove album
create group
Internet
100%

FIGURE 7.7

The right toolbar lists the links for editing or deleting images.

- **Copy Photos**—Click this link to send a copy of the picture to a different album.
- **Delete Photos**—If you have a photo you want to remove from the album, click this link.

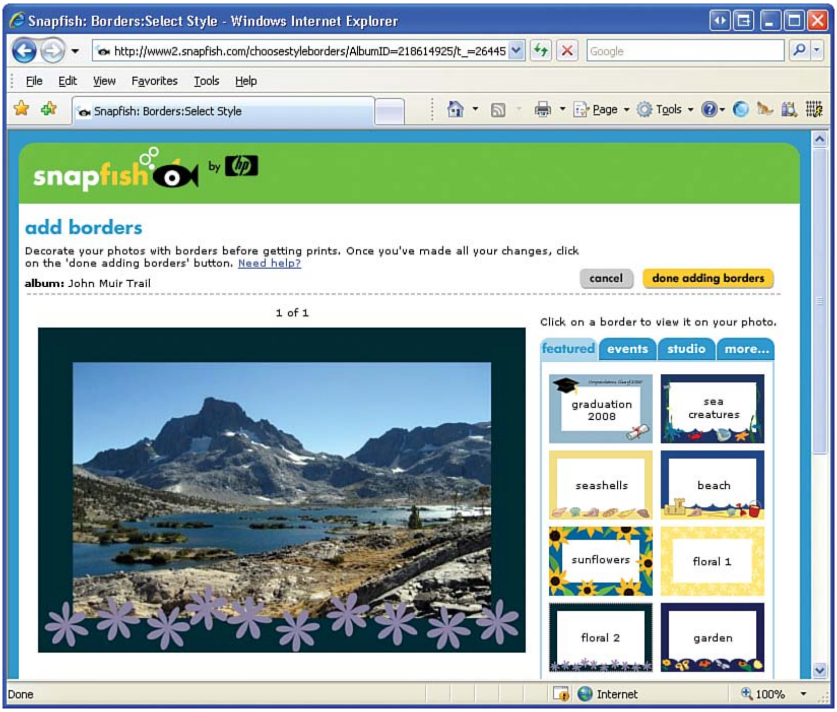
When viewing all the pictures within a particular album, the options under the Edit & Organize heading include those from the preceding list along with three additional options that allow for editing or deleting the album:

- **Rename Album**—Click this link to rename the selected album.
- **Rearrange**—By default, the order of images within an album is based on the order in which the images were uploaded. You can, however, reorder the images within an album by clicking on the Rearrange link.
- **Remove Album**—If you want to delete an album and all the pictures within, click on this link.

In the next section, you learn how to share your pictures and albums with selected friends and families. Following that, you see how to use Snapfish to order prints and photo-related gifts. Before doing either of these things, it would be wise to make sure that your pictures are properly positioned, have germane captions, and belong in appropriately named albums. Using the techniques discussed in this section, you should be able to deftly rotate, add borders, and edit picture captions.

IDEA GALLERY

http://www.marketingfind.com/



Snapfish: Borders:Select Style - Windows Internet Explorer
http://www2.snapfish.com/choosestyleborders/AlbumID=218614925/t_=26445
Google
File Edit View Favorites Tools Help
Snapfish: Borders:Select Style
Page Tools
snapfish by hp
cancel
done adding borders
1 of 1
featured events studio more...
graduation 2008
sea creatures
seashells
beach
sunflowers
floral 1
floral 2
garden
Done
Internet
100%

add borders

Decorate your photos with borders before getting prints. Once you've made all your changes, click on the 'done adding borders' button. Need help?

album: John Muir Trail

Click on a border to view it on your photo.

FIGURE 7.8

Add a border to your pictures.

Sharing Your Pictures and Albums with Friends and Family

After you upload pictures to your Snapfish account, you can share them with select friends and family. You can share an entire albums or specific pictures. To start sharing your photos, click the Share link from the Snapfish home page or, from the Photos tab, click the Share Albums or Share a Photo link in the Things You Can Do toolbar on the right side of the screen. Additionally, when viewing a particular album or photo, there are Share links in the toolbar on the right.

If you click the Share link from the home page or choose to share an album, you are taken to a page where you can indicate what albums you want to share (see Figure 7.9). If you clicked on a link to share a particular photo, you are prompted to first choose which album the picture resides in and then select the specific photo (see Figure 7.10).

After you select the albums or photo to share, you are taken to the screen shown in Figure 7.11, where you can enter the email addresses of the friends and family with whom you want to share your pictures. For each email address you provide, that person receives an email from Snapfish inviting him to view the albums or picture you have shared. You can customize the email your friends and family receive through the Subject and Message text boxes.

You can also include gift prints for each person you're sharing your photos with. By adding gift prints, you are offering to buy a specified number of prints for the recipient viewing your shared pictures. When adding gift prints, you can specify how many gift prints to give to each recipient; you will be charged based on the total number of gift prints you include. (At the time of this writing, 4"×6" gift prints cost $0.09 each, with a minimal shipping and handling charge related to the total number of prints issued per recipient.)

TIP

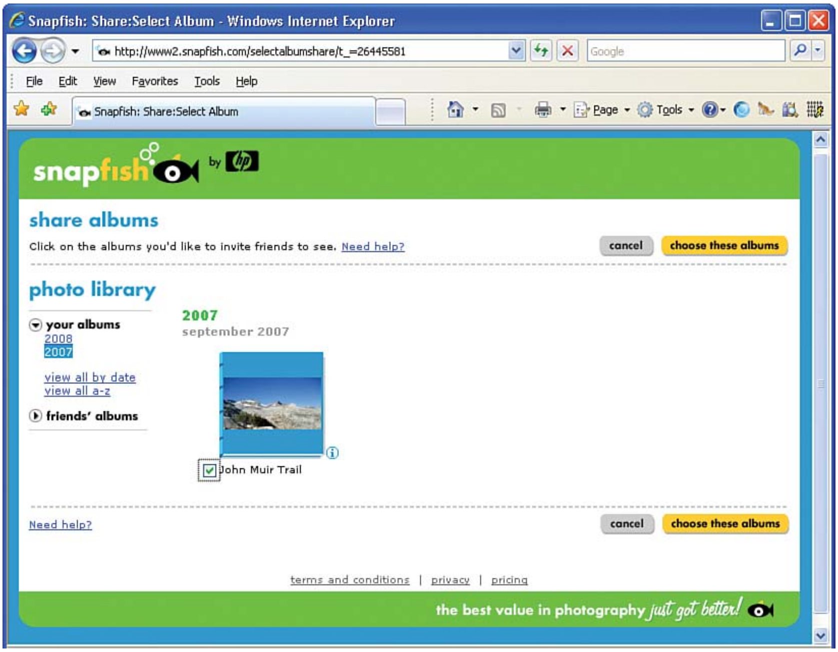
Snapfish offers an *address book* feature to quickly access email addresses of friends and family. To add email addresses to the address book, click on the Address Book link above the Addresses text box in Figure 7.11.

Whenever you share pictures with people, they are automatically added to the address book. You can also manually add or remove friends and family from your address book by going to the Account tab and clicking on the Edit Address Book link.

> *"You can also include gift prints for each person you're sharing your photos with."*

FIGURE 7.9

If you decide to share an album, you can choose which albums to share.



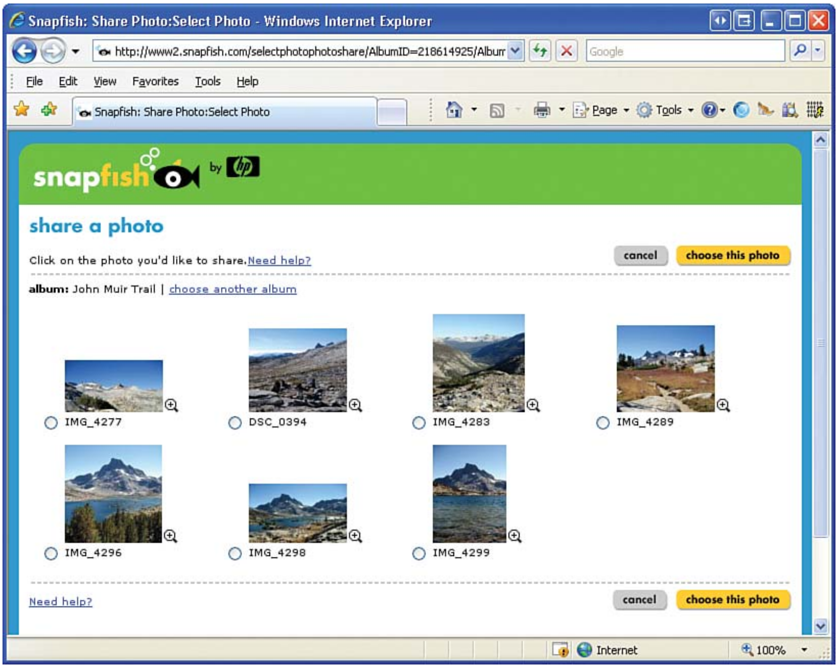
Snapfish: Share:Select Album - Windows Internet Explorer

http://www2.snapfish.com/selectalbumshare/t_=26445581

share albums

Click on the albums you'd like to invite friends to see. Need help?

Google
File
Edit
View
Favorites
Tools
Help
Snapfish: Share:Select Album
Page
Tools
snapfish by hp
cancel
choose these albums
photo library
your albums
2008
2007
view all by date
view all a-z
friends' albums
2007
september 2007
John Muir Trail
Need help?
cancel
choose these albums
terms and conditions | privacy | pricing
the best value in photography just got better!



Snapfish: Share Photo:Select Photo - Windows Internet Explorer

http://www2.snapfish.com/selectphotophotoshare/AlbumID=218614925/Albur

share a photo

Click on the photo you'd like to share. Need help?

album: John Muir Trail | choose another album

○ IMG_4277 ○ DSC_0394 ○ IMG_4283 ○ IMG_4289

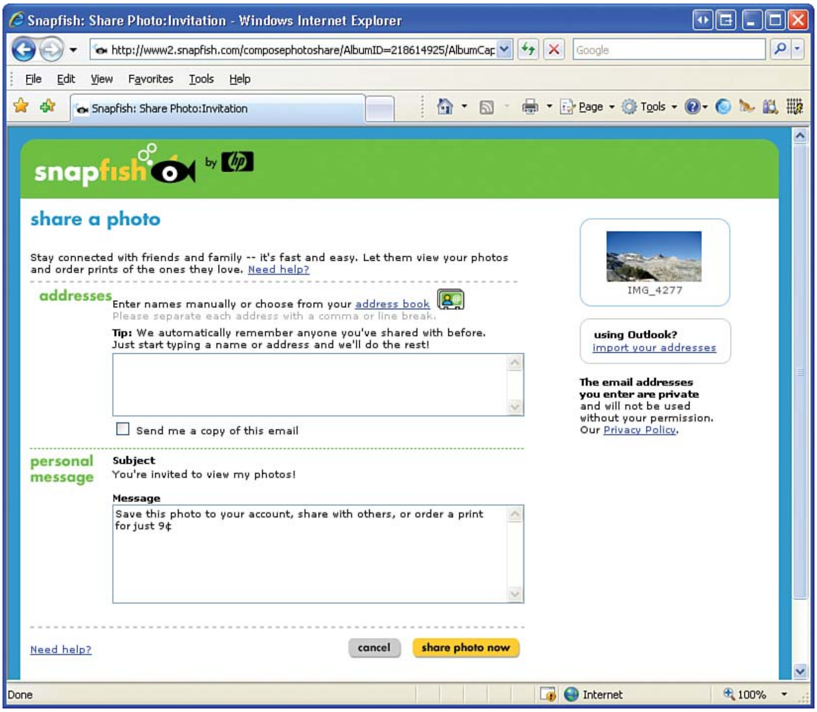
○ IMG_4296 ○ IMG_4298 ○ IMG_4299

Need help?

Google
File
Edit
View
Favorites
Tools
Help
Snapfish: Share Photo:Select Photo
Page
Tools
snapfish by hp
cancel
choose this photo
cancel
choose this photo
Internet
100%

FIGURE 7.10

When sharing a photo, you must select a single photograph to share.



Snapfish: Share Photo:Invitation - Windows Internet Explorer

http://www2.snapfish.com/composephotoshare/AlbumID=218614925/AlbumCap

share a photo

Stay connected with friends and family -- it's fast and easy. Let them view your photos and order prints of the ones they love. Need help?

addresses Enter names manually or choose from your address book
Please separate each address with a comma or line break.

Tip: We automatically remember anyone you've shared with before.
Just start typing a name or address and we'll do the rest!

☐ Send me a copy of this email

personal message

Subject
You're invited to view my photos!

Message
Save this photo to your account, share with others, or order a print for just 9¢

Need help?

IMG_4277

using Outlook?
import your addresses

The email addresses you enter are private and will not be used without your permission.
Our Privacy Policy.

Done

Google
File
Edit
View
Favorites
Tools
Help
Snapfish: Share Photo:Invitation
Page
Tools
snapfish by hp
cancel
share photo now
Internet
100%

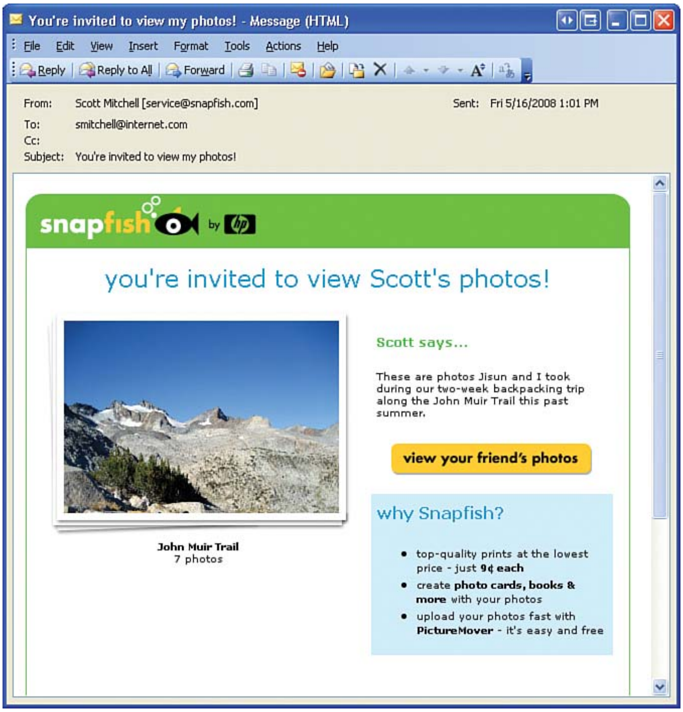
FIGURE 7.11

Provide the email addresses of those with whom you want to share your pictures.

After you have specified the email addresses of the friends and family you want to share your albums or photos with and customized the subject and message, finish by clicking the Share Photo Now link at the bottom of the page. This sends out an email to the recipients you have specified inviting them to view your album. Figure 7.12 shows the email invitation sent to those recipients you decided to share your pictures with.

FIGURE 7.12

Your friends and family receive an email invitation to view your pictures.


You're invited to view my photos! - Message (HTML)
File
Edit
View
Insert
Format
Tools
Actions
Help
Reply
Reply to All
Forward

From: Scott Mitchell [service@snapfish.com]

Sent: Fri 5/16/2008 1:01 PM

To: smitchell@internet.com

Cc:

Subject: You're invited to view my photos!

snapfish by hp

you're invited to view Scott's photos!

Scott says...

These are photos Jisun and I took during our two-week backpacking trip along the John Muir Trail this past summer.

view your friend's photos

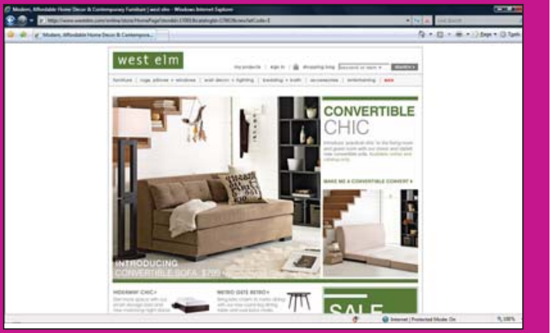
John Muir Trail
7 photos

why Snapfish?

- top-quality prints at the lowest price - just **9¢ each**
- create **photo cards, books & more** with your photos
- upload your photos fast with **PictureMover** - it's easy and free

IDEA GALLERY

http://www.Westelm.com



THINK LIKE A CUSTOMER

West Elm is a contemporary home furnishing site that offers more than attractive home furniture. It offers users a shopping experience similar to one they would have at an actual store with one advantage[md]users can go directly to the item they are interested in purchasing without going through the entire store. The site is organized by item, such as sofas, accessories, and so on, or you can shop by room, such as living room, office, and so forth. It is quite simple in its design, offering a clean, clear way to shop for home furnishings. Selected items can be displayed in a larger format or in your chosen color, taking the guesswork out when looking only at a color swatch. The site is very usable, which is important to keep in mind when designing a site. Simply, the easier navigation is, the cleaner your design makes a better experience for your visitor. Making things complex when they don't need to be only frustrates your visitor. And most often the goal is repeat visitors, so providing a pleasant experience at first click is an important goal for any website designer.

NOTE

For friends and family to view your shared photos on Snapfish, they need to have a Snapfish account. When they attempt to view your pictures they are prompted to log in to Snapfish. If they do not yet have an account, they are given instructions on how to create a free account.

Ordering Prints and Gifts

Although being able to view pictures online is a neat feature, there's no substitute for a print. A print can be put in a picture book, hung up in a cubicle at work, or slapped up on the refrigerator. Snapfish makes it easy to order prints from the digital images in your account. Simply select those images you want prints for, pay for each print (along with a nominal shipping and handling charge), and within a few days you'll receive the prints in the mail. And not only can you order prints for yourself, but your friends and family also can order prints from albums or pictures you share.

To order prints, click the Order Prints link in the home page or from the Photos tab. When ordering prints, proceed through the following steps:

1. Select which digital pictures you want printed.
2. Specify the dimensions, quantities, and print quality for each print. Snapfish offers a variety of print dimensions: wallet sets, 4×6, 5×7, 8×10, and additional poster print sizes (see Figure 7.13).
3. Provide payment information, shipping options, and the shipping address. Like virtually all online stores, Snapfish accepts

all major credit cards and offers various shipping speeds, from standard speed (3–5 business days) to overnight delivery.

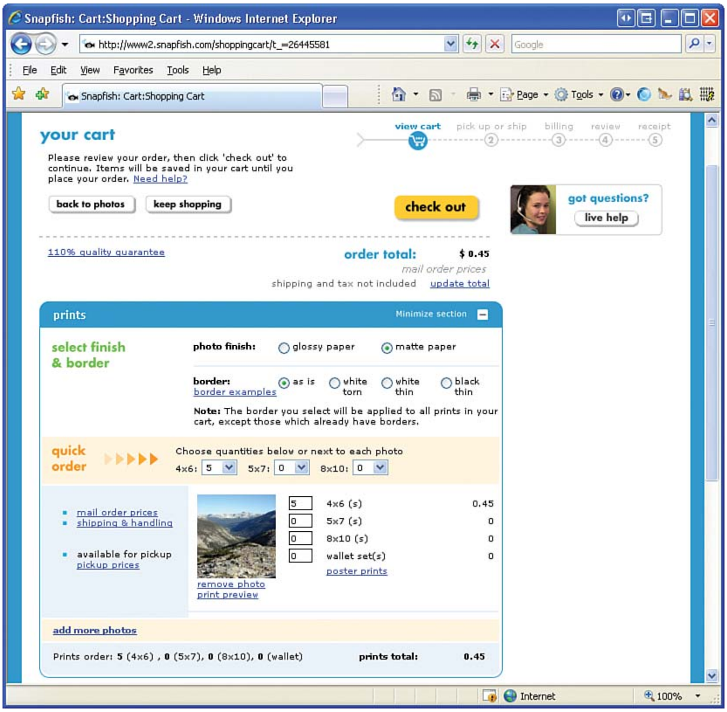
In addition to being able to order prints, Snapfish sells various gifts that can have your pictures imprinted on them. By clicking on the Store tab, you are taken to the Snapfish store, which lists all photo-related items for sale (see Figure 7.14). You can order photo books, mugs, calendars, t-shirts, mouse pads, handbags, and other assorted gifts that come preprinted with a select image from your albums. The prices and shipping and handling for these gifts vary, so be sure to check out the Snapfish store for more details.

NOTE

When choosing the pictures to print, you may notice that certain images in your album have a little orange triangle next to them. Similarly, when selecting the print dimensions, you may find that certain print dimensions have an orange triangle next to them. This orange triangle warns that the digital image's resolution is too low for the specified print dimension. Snapfish still lets you order prints where this warning applies, but the quality of the print may be low.

FIGURE 7.13

Order prints of the photos you've uploaded to Snapfish.


Snapfish: Cart:Shopping Cart - Windows Internet Explorer
http://www2.snapfish.com/shoppingcart/t_=26445581
Google
File
Edit
View
Favorites
Tools
Help
Snapfish: Cart:Shopping Cart
Page
Tools
view cart
pick up or ship
billing
review
receipt
1
2
3
4
5
back to photos
keep shopping
check out
got questions?
live help
110% quality guarantee
update total
Minimize section
border examples
mail order prices
shipping & handling
pickup prices
remove photo
print preview
poster prints
add more photos
Internet
100%

your cart

Please review your order, then click 'check out' to continue. Items will be saved in your cart until you place your order. Need help?

order total: $ 0.45

mail order prices

shipping and tax not included

prints

select finish & border

photo finish: ○ glossy paper ● matte paper

border: ● as is ○ white torn ○ white thin ○ black thin

Note: The border you select will be applied to all prints in your cart, except those which already have borders.

quick order

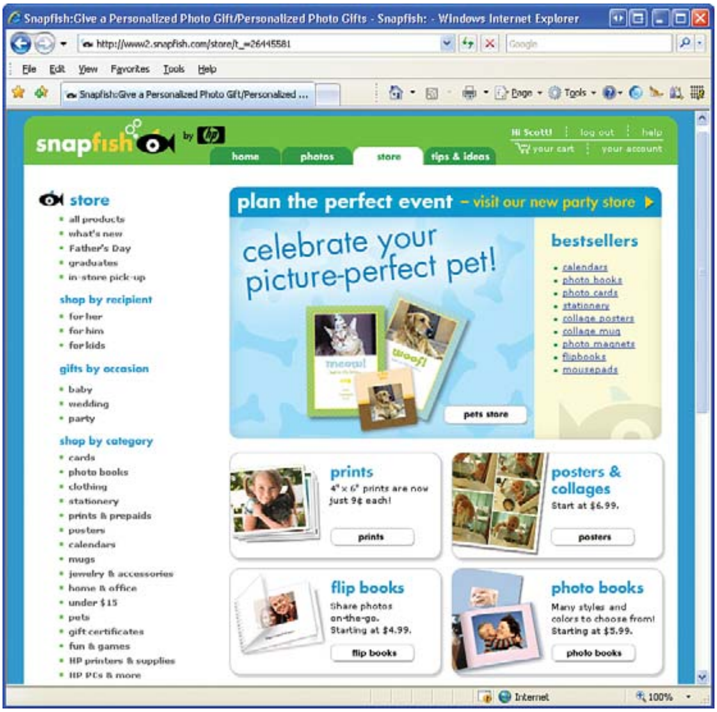
Choose quantities below or next to each photo

4x6: 5 5x7: 0 8x10: 0

- available for pickup

5	4x6 (s)	0.45
0	5x7 (s)	0
0	8x10 (s)	0
0	wallet set(s)	0

Prints order: 5 (4x6) , 0 (5x7), 0 (8x10), 0 (wallet) prints total: 0.45


Snapfish:Give a Personalized Photo Gift/Personalized Photo Gifts - Snapfish: - Windows Internet Explorer
http://www2.snapfish.com/store/t_=26445581
File Edit View Favorites Tools Help
snapfish by hp
Hi Scott! log out help
your cart your account
home photos store tips & ideas
store
all products
what's new
Father's Day
graduates
in-store pick-up
shop by recipient
for her
for him
for kids
gifts by occasion
baby
wedding
party
shop by category
cards
photo books
clothing
stationery
prints & prepaids
posters
calendars
mugs
jewelry & accessories
home & office
under $15
pets
gift certificates
fun & games
HP printers & supplies
HP PCs & more
plan the perfect event – visit our new party store
celebrate your picture-perfect pet!
meow!
woof!
pets store
bestsellers
calendars
photo books
photo cards
stationery
collage posters
collage mug
photo magnets
flipbooks
mousepads
prints
prints
posters & collages
posters
flip books
flip books
photo books
photo books
Internet
100%

4" x 6" prints are now just 9¢ each!

Start at $6.99.

Share photos on-the-go. Starting at $4.99.

Many styles and colors to choose from! Starting at $5.99.

FIGURE 7.14

Have your photos imprinted on mugs, calendars, towels, and more!

Summary

If you have digital images that you want to share with friends and family, you have a number of options: You can simply email those friends and family your images; you can build a family/personal website, as discussed in Chapter 3, "Creating a Family/Personal Website," adding the assorted images to web pages on your site; or you can use a service such as Snapfish to upload your images and share them with select friends and family.

Each of these approaches has its advantages and disadvantages. If you want to share your pictures with a specific group of people, you should either email your pictures to those people or use a service such as Snapfish. The advantage of Snapfish is that those who are invited to view your photos can order prints and gifts, which is not possible when emailing pictures. If, however, you want to let anyone view your pictures, you want to create a public website, as discussed in earlier chapters.

SUMMARY

As you saw in this chapter, Snapfish makes sharing pictures with friends and family incredibly easy. Simply upload the images you want to share and then send out an invitation to friends and family. It's that easy! After you've uploaded your photos, those you've invited to view your pictures can order prints or photo-related gifts, such as calendars, coffee mugs, and mouse pads. Services such as Snapfish show the future of personal photography. There will be a day—and it's not far away—when a child will look at you dumbfounded when you mention the words camera and film in the same sentence.

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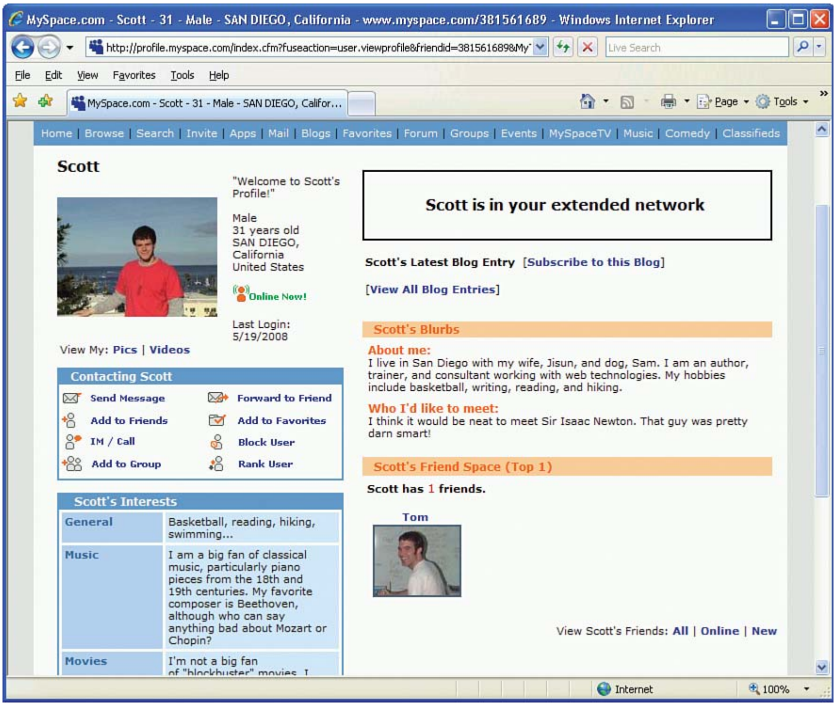
CHAPTER 8

Hanging Out and Making Friends at MySpace


MySpace.com - Scott - 31 - Male - SAN DIEGO, California - www.myspace.com/381561689 - Windows Internet Explorer
http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=381561689&My
Live Search
File Edit View Favorites Tools Help
MySpace.com - Scott - 31 - Male - SAN DIEGO, Califor...
Page Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Internet
100%

Scott

"Welcome to Scott's Profile!"

Male
31 years old
SAN DIEGO, California
United States

Online Now!

Last Login:
5/19/2008

View My: Pics | Videos

Scott is in your extended network

Scott's Latest Blog Entry [Subscribe to this Blog]

[View All Blog Entries]

Contacting Scott

Send Message	Forward to Friend
Add to Friends	Add to Favorites
IM / Call	Block User
Add to Group	Rank User

Scott's Blurbs

About me:
I live in San Diego with my wife, Jisun, and dog, Sam. I am an author, trainer, and consultant working with web technologies. My hobbies include basketball, writing, reading, and hiking.

Who I'd like to meet:
I think it would be neat to meet Sir Isaac Newton. That guy was pretty darn smart!

Scott's Interests

General	Basketball, reading, hiking, swimming...
Music	I am a big fan of classical music, particularly piano pieces from the 18th and 19th centuries. My favorite composer is Beethoven, although who can say anything bad about Mozart or Chopin?
Movies	I'm not a big fan of "blockbuster" movies. I

Scott's Friend Space (Top 1)

Scott has 1 friends.

Tom

View Scott's Friends: All | Online | New

In the 1960s, psychologist Stanley Milgram hypothesized that while there may be billions of people, everyone on Earth can be connected through a relatively short series of social acquaintances. Surprisingly, his experiments found that people in the United States are connected, on average, by just six degrees of separation. In other words, although I have never met Angelina Jolie, perhaps I know someone who has a friend who is a coworker of someone who's a relative of Angelina's hair stylist! This collection of acquaintances—your friends, your friends' friends, their friends, and so on—makes up your ***social network***, which is a great place to make new friends and expand your list of contacts (see Figure 8.1).

Before the emergence of the World Wide Web, social networks grew rather slowly. Maybe you met some of your friend's pals at a party, or you met your sibling's buddies when visiting, but expanding your social network typically required planned meetings and in-person introductions. Today, however, making new friends through your social network is as easy as going online to any number of "social networking" sites, creating an account, and adding your friends to your network. With your new network, you can start making new friends by chatting and sharing pictures with your friend's friends.

There are many social networking websites. Most are free and allow anyone to join, while some are more exclusive or charge a membership fee. One of the most popular social networking sites is MySpace. A study by Hitwise in July 2006 reported that MySpace was the Internet's most visited site, surpassing search giants Yahoo! and Google. As of May 2008, MySpace boasts over 117 million registered users and serves upward of 2 billion page views *per day*.

NOTE

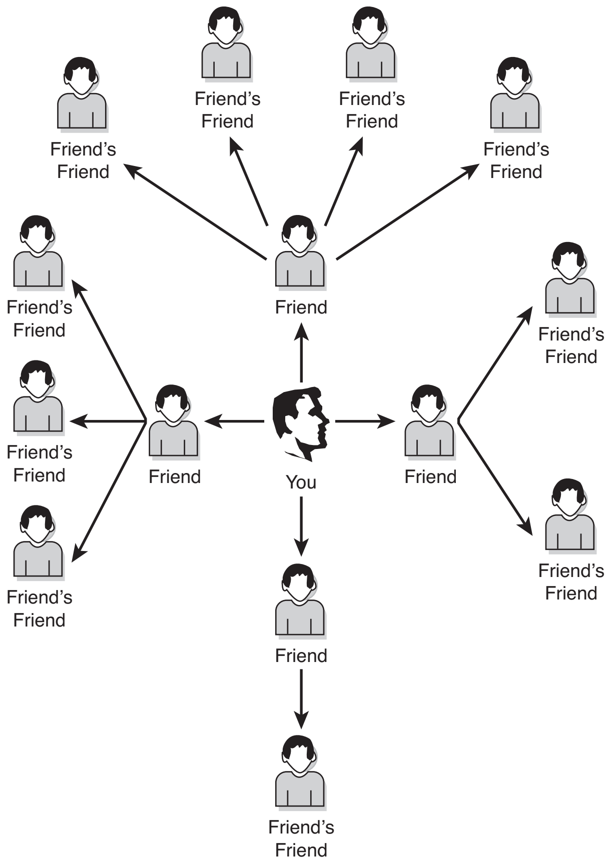
MySpace is just one of several social networking sites. In Chapter 10, "Staying Connected with Facebook," you will learn how to get started with Facebook, another popular online destination for building and maintaining social networks.

Along with its social networking features, MySpace makes it easy for its users to express themselves through personalized profile pages, video and picture sharing, blogs, and other features. This chapter shows you how to use MySpace to stay in touch with old friends and meet new and interesting people through your social network.

"MySpace boasts over 117 million registered users and serves upward of 2 billion page views per day."

FIGURE 8.1

Your social network is made up of your friends, your friends' friends, their friends, and so on.


Friend's Friend
Friend's Friend
Friend's Friend
Friend's Friend
Friend
Friend's Friend
Friend's Friend
Friend's Friend
Friend's Friend
Friend
You
Friend
Friend's Friend
Friend
Friend's Friend

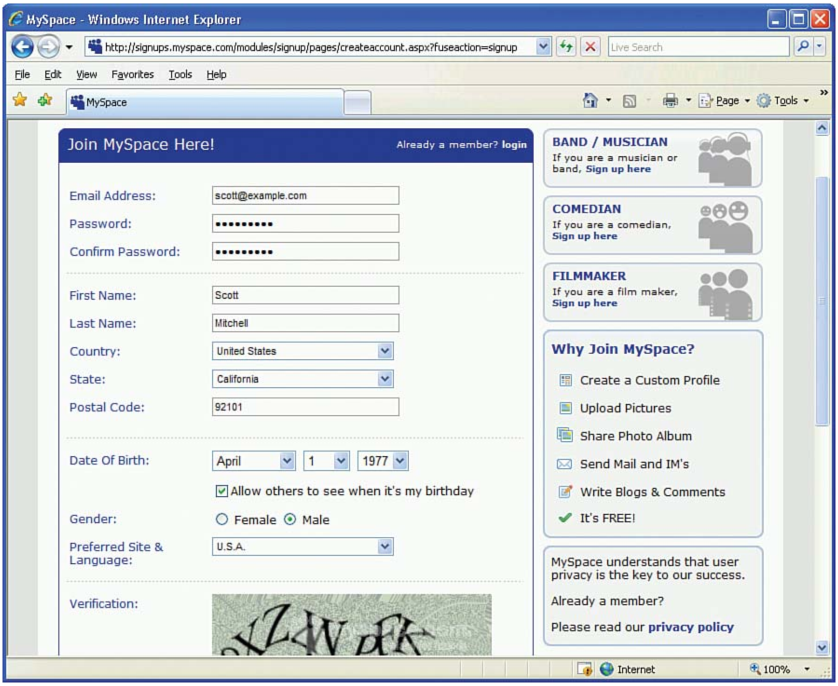
Joining MySpace

Getting started on MySpace is free and easy. Fire up your web browser, surf over to www.MySpace.com, and click the Sign Up link from the home page to join the MySpace community. The sign-up process creates your profile and is broken down into three steps. In the first step, shown in Figure 8.2, you supply your general, account-related information, such as your email address, name, and password. After entering the requested information, click Sign Up to proceed to the second step.

Next, you can optionally associate a picture with your profile (see Figure 8.3). If you don't want to upload a picture, click the Skip for Now link to bypass this step.

To get your social network started, invite your friends to join MySpace. You can invite as many or as few friends as you want. After your friends join, they are automatically added to your social network.

Congratulations, you are now part of the MySpace community!


MySpace - Windows Internet Explorer
http://signups.myspace.com/modules/signup/pages/createaccount.aspx?fuseaction=signup
Live Search
File Edit View Favorites Tools Help
MySpace
Page Tools
Internet
100%

Join MySpace Here!

Already a member? **login**

Email Address:	scott@example.com
Password:	•••••••••
Confirm Password:	•••••••••
First Name:	Scott
Last Name:	Mitchell
Country:	United States
State:	California
Postal Code:	92101
Date Of Birth:	April 1 1977
	☑ Allow others to see when it's my birthday
Gender:	○ Female ● Male
Preferred Site & Language:	U.S.A.
Verification:	

BAND / MUSICIAN
If you are a musician or band, **Sign up here**

COMEDIAN
If you are a comedian, **Sign up here**

FILMMAKER
If you are a film maker, **Sign up here**

Why Join MySpace?

- Create a Custom Profile
- Upload Pictures
- Share Photo Album
- Send Mail and IM's
- Write Blogs & Comments
- ✓ It's FREE!

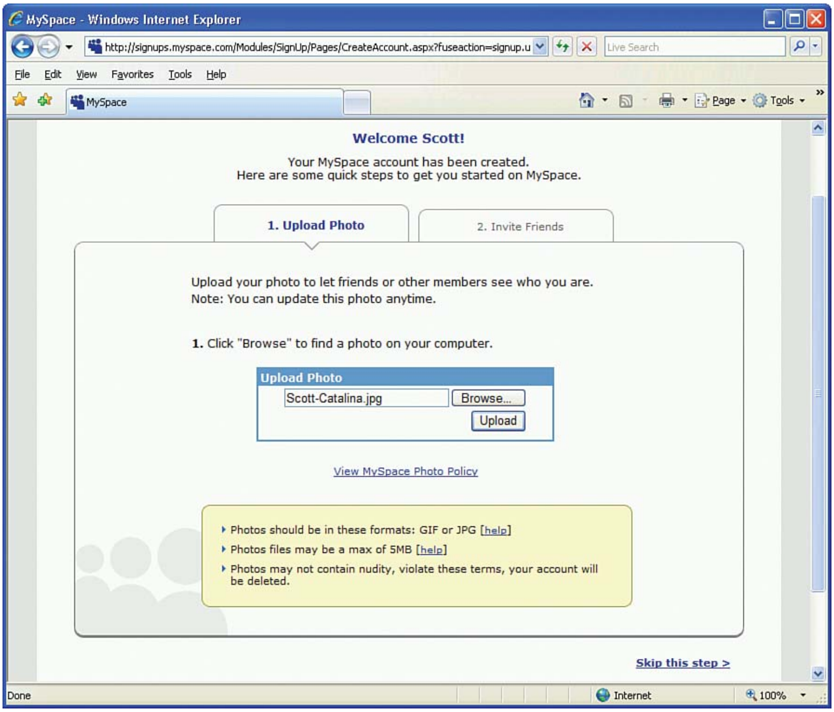
MySpace understands that user privacy is the key to our success.

Already a member?

Please read our **privacy policy**

FIGURE 8.2

Sign up to get started with MySpace.


MySpace - Windows Internet Explorer
http://signups.myspace.com/Modules/SignUp/Pages/CreateAccount.aspx?fuseaction=signup.u
Live Search
File Edit View Favorites Tools Help
MySpace
Page Tools
Done
Internet
100%

Welcome Scott!

Your MySpace account has been created.
Here are some quick steps to get you started on MySpace.

1. Upload Photo 2. Invite Friends

Upload your photo to let friends or other members see who you are.
Note: You can update this photo anytime.

1. Click "Browse" to find a photo on your computer.

Upload Photo

Scott-Catalina.jpg Browse... Upload

View MySpace Photo Policy

- Photos should be in these formats: GIF or JPG [help]
- Photos files may be a max of 5MB [help]
- Photos may not contain nudity, violate these terms, your account will be deleted.

Skip this step >

FIGURE 8.3

Include a picture with your profile.

When you log in to MySpace or click the Home link at the top of any page on MySpace, you are taken to your account page (see Figure 8.5). There you can update your profile, change your account settings, upload photos, manage your blog, and much more. In addition to your account page, you have a profile page where friends can view your profile, leave a comment, and read your blog (see Figure 8.6). To view your profile page, click the View My Profile link on your account page.

The remainder of this chapter explores ways to customize your profile page, upload and share photos, and build your social network.

TIP

Your account page includes a Control Panel in the left column, which includes links to manage the various aspects of your MySpace profile. For example, from the Control Panel, you can edit your profile, adjust your account settings, manage and upload photos, create a blog entry, view your calendar, and so on.

TIP

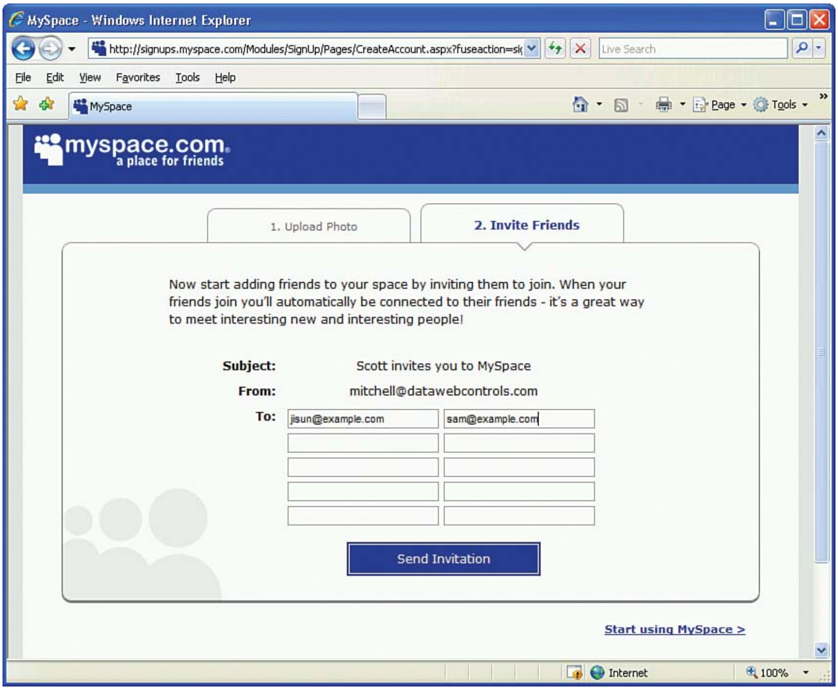
On your account page, you'll find a box labeled Tell People About Your MySpace," which provides the URLs to your MySpace profile and blog. Your profile's URL will look like *www.MySpace.com/AccountNumber*. *AccountNumber* is a large number (such as 963146654). You can point your friends and family to your MySpace profile by sending them this URL.

To make your profile's URL more memorable, you can create a MySpace username, so that your profile can be accessed using a URL such as *www.MySpace.com/ScottsHomePage*. See "Configuring Your Name Information" for more information.

IDEA GALLERY

http://www.knittinghelp.com/

KnittingHelp
Learn how to knit with free knitting videos!
View Knitting Videos
Discuss Knitting in the Forum
Featured Knitting Video
Long Tail Cast-On
Knitting Chatter ;)



MySpace - Windows Internet Explorer
File Edit View Favorites Tools Help
MySpace
Page Tools
myspace.com a place for friends
1. Upload Photo
2. Invite Friends
Send Invitation
Start using MySpace >
Internet
100%

http://signups.myspace.com/Modules/SignUp/Pages/CreateAccount.aspx?fuseaction=si

Now start adding friends to your space by inviting them to join. When your friends join you'll automatically be connected to their friends - it's a great way to meet interesting new and interesting people!

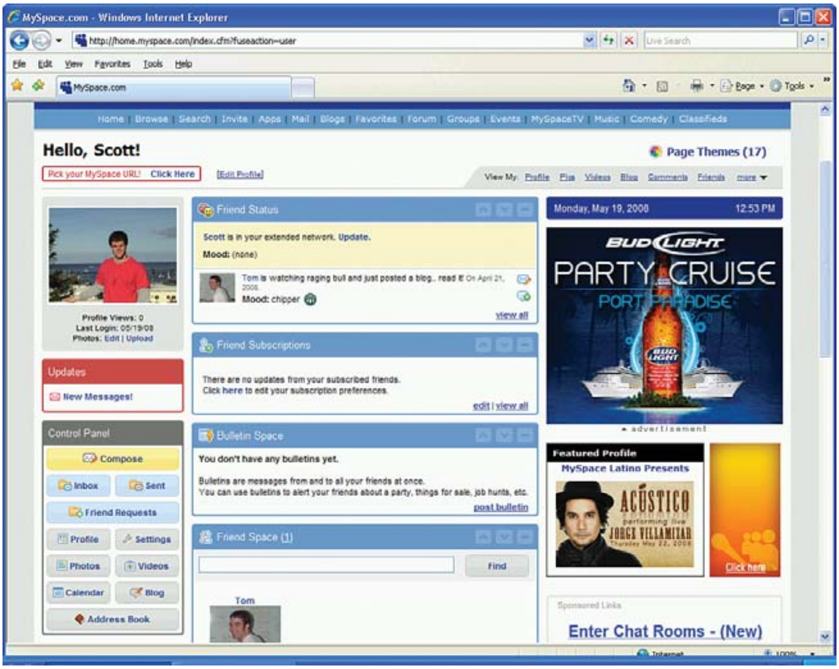
Subject: Scott invites you to MySpace

From: mitchell@datawebcontrols.com

To: jisun@example.com sam@example.com

FIGURE 8.4

Broaden your social network by inviting your friends to MySpace.



MySpace.com - Windows Internet Explorer
File Edit View Favorites Tools Help
MySpace.com
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Page Themes (17)
Pick your MySpace URL! Click Here
[Edit Profile]
View My: Profile Pics Videos Blog Comments Friends more
Friend Status
view all
Friend Subscriptions
edit | view all
Bulletin Space
post bulletin
Friend Space (1)
Find
Tom
Updates
New Messages!
Control Panel
Compose
Inbox
Sent
Friend Requests
Profile
Settings
Photos
Videos
Calendar
Blog
Address Book
BUD LIGHT
PARTY CRUISE
PORT PARADISE
advertisement
Featured Profile
MySpace Latino Presents
ACÚSTICO
JORGE VILLAMIZAR
Click here
Sponsored Links
Enter Chat Rooms - (New)
Internet

http://home.myspace.com/index.cfm?fuseaction=user

Hello, Scott!

Profile Views: 0
Last Login: 05/19/08
Photos: Edit | Upload

Scott is in your extended network. Update.
Mood: (none)

Tom is watching raging bull and just posted a blog.. read it! On April 21, 2008.
Mood: chipper

There are no updates from your subscribed friends.
Click here to edit your subscription preferences.

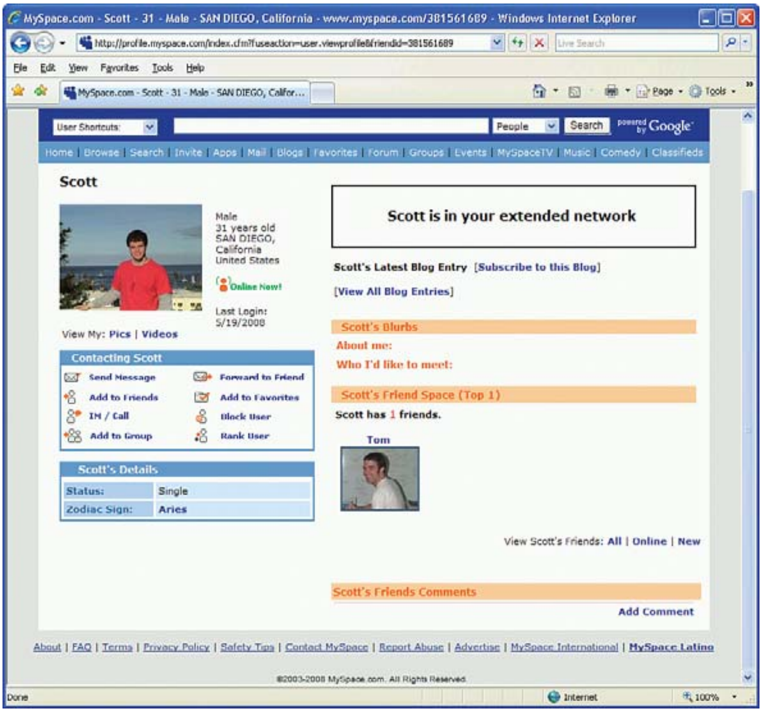
You don't have any bulletins yet.

Bulletins are messages from and to all your friends at once.
You can use bulletins to alert your friends about a party, things for sale, job hunts, etc.

Monday, May 19, 2008 12:53 PM

FIGURE 8.5

Manage your profile, blog, photos, and more from your account page.


MySpace.com - Scott - 31 - Male - SAN DIEGO, California - www.myspace.com/381561689 - Windows Internet Explorer
http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=381561689
Live Search
File Edit View Favorites Tools Help
MySpace.com - Scott - 31 - Male - SAN DIEGO, Califor...
Page
Tools
User Shortcuts:
People
Search
powered by Google
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Send Message
Forward to Friend
Add to Friends
Add to Favorites
IM / Call
Block User
Add to Group
Rank User
About | FAQ | Terms | Privacy Policy | Safety Tips | Contact MySpace | Report Abuse | Advertise | MySpace International | MySpace Latino
Done
Internet
100%

Scott

Male
31 years old
SAN DIEGO,
California
United States

Online Now!

Last Login:
5/19/2008

View My: Pics | Videos

Contacting Scott

Scott's Details

Status:	Single
Zodiac Sign:	Aries

Scott is in your extended network

Scott's Latest Blog Entry [Subscribe to this Blog]

[View All Blog Entries]

Scott's Blurbs

About me:

Who I'd like to meet:

Scott's Friend Space (Top 1)

Scott has 1 friends.

Tom

View Scott's Friends: All | Online | New

Scott's Friends Comments

Add Comment

©2003-2008 MySpace.com. All Rights Reserved.

FIGURE 8.6

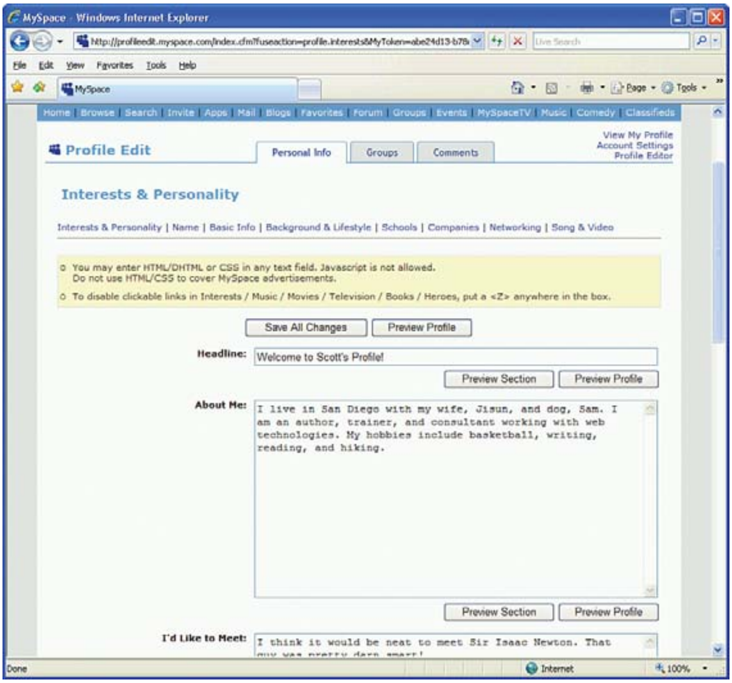
All MySpace users can view your profile page.

Expanding Your Profile

Your profile can include all sorts of information—your interests, your hobbies, your hometown, your favorite movies and TV shows, the schools you've attended, the companies you've worked for, and other related information. When you sign up, MySpace collects only the information necessary to join the MySpace community. To expand your profile, click the "Edit Profile" link from your account page.

The Profile Edit page is broken down into various sections—Interests & Personality, Name, Basic Info, Background & Lifestyle, and so on—with each section having its own set of questions. In the Basic Info section, for example, you can share your gender, birth date, occupation, location, and ethnicity. You can fill out as many or as few of the questions as you like. To jump to a particular section, simply click the section name in the list of links along the top of the page (see Figure 8.7).

Take a moment to flesh out your profile. For now, just answer the questions in the Interests & Personality, Basic Info, and Background & Lifestyle sections. Next, click the View My Profile link in the upper-right corner of the Profile Edit page. This takes you to your public profile page. As Figure 8.8 shows, the values entered for your profile are displayed here.


MySpace - Windows Internet Explorer
http://profileedit.myspace.com/index.cfm?fuseaction=profile.interests&MyToken=abe24d13-b78
Live Search
File Edit View Favorites Tools Help
MySpace
Page Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Profile Edit
Personal Info
Groups
Comments
View My Profile
Account Settings
Profile Editor
Interests & Personality | Name | Basic Info | Background & Lifestyle | Schools | Companies | Networking | Song & Video
Save All Changes
Preview Profile
Preview Section
Preview Profile
Preview Section
Preview Profile
Done
Internet
100%

Interests & Personality

- You may enter HTML/DHTML or CSS in any text field. Javascript is not allowed. Do not use HTML/CSS to cover MySpace advertisements.
- To disable clickable links in Interests / Music / Movies / Television / Books / Heroes, put a <Z> anywhere in the box.

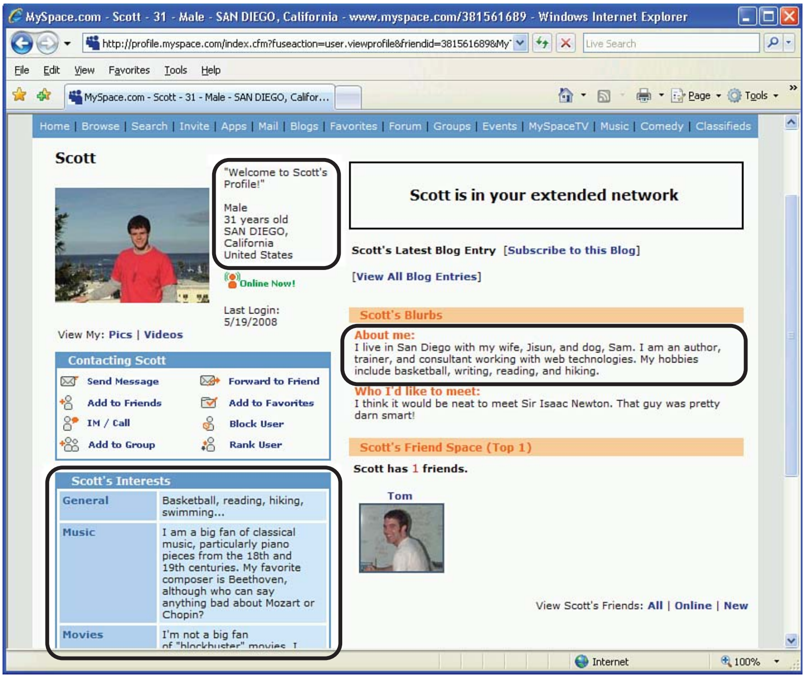
Headline: Welcome to Scott's Profile!

About Me: I live in San Diego with my wife, Jisun, and dog, Sam. I am an author, trainer, and consultant working with web technologies. My hobbies include basketball, writing, reading, and hiking.

I'd Like to Meet: I think it would be neat to meet Sir Isaac Newton. That guy was pretty darn smart!

FIGURE 8.7

Update and expand your profile


MySpace.com - Scott - 31 - Male - SAN DIEGO, California - www.myspace.com/381561689 - Windows Internet Explorer
http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=381561689&My
Live Search
File Edit View Favorites Tools Help
MySpace.com - Scott - 31 - Male - SAN DIEGO, Califor...
Page Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Online Now!
View My: Pics | Videos
Send Message
Forward to Friend
Add to Friends
Add to Favorites
IM / Call
Block User
Add to Group
Rank User
[Subscribe to this Blog]
[View All Blog Entries]
Tom
View Scott's Friends: All | Online | New
Internet
100%

Scott

"Welcome to Scott's Profile!"

Male
31 years old
SAN DIEGO, California
United States

Last Login: 5/19/2008

Contacting Scott

Scott is in your extended network

Scott's Latest Blog Entry

Scott's Blurbs

About me:
I live in San Diego with my wife, Jisun, and dog, Sam. I am an author, trainer, and consultant working with web technologies. My hobbies include basketball, writing, reading, and hiking.

Who I'd like to meet:
I think it would be neat to meet Sir Isaac Newton. That guy was pretty darn smart!

Scott's Friend Space (Top 1)

Scott has 1 friends.

Scott's Interests

General	Basketball, reading, hiking, swimming...
Music	I am a big fan of classical music, particularly piano pieces from the 18th and 19th centuries. My favorite composer is Beethoven, although who can say anything bad about Mozart or Chopin?
Movies	I'm not a big fan of "blockbuster" movies. I

FIGURE 8.8

Update and expand your profile.

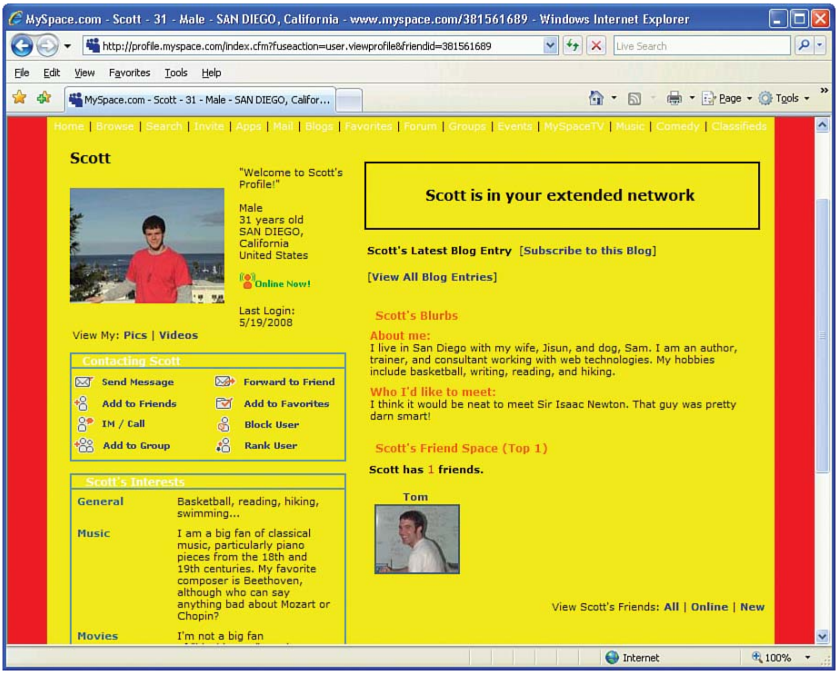
Customizing Your Profile Page's Layout and Colors

By default, all MySpace profile pages have the same layout—black text on a white background with light gray borders (see Figure 8.8). However, if you view other MySpace users' profile pages, you'll quickly find that many people have customized their profiles with different backgrounds, fonts, and colors. Unfortunately, personalizing your profile page is not as easy as selecting colors and backgrounds from a drop-down list. Instead, you must manually enter the appropriate ***Hypertext Markup Language (HTML)*** in the text boxes within the Interests & Personality section in the Profile Edit page.

To customize your profile page so that it displays a yellow background with red borders, go to the Profile Edit page and, in the About Me text box, add the following markup:

```
<style>
 body { background-color: red; }
 table, tr, td { background-color: yellow; }
</style>
```

Next, click the Save All Changes button at the top of the Profile Edit page and click the View My Profile link to view your modified profile. As Figure 8.9 shows, the yellow background with red borders is a bit hard on the eyes, but it highlights the personalization possibilities.


MySpace.com - Scott - 31 - Male - SAN DIEGO, California - www.myspace.com/381561689 - Windows Internet Explorer
http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendid=381561689
Live Search
File Edit View Favorites Tools Help
MySpace.com - Scott - 31 - Male - SAN DIEGO, Califor...
Page
Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Online Now!
View My: Pics | Videos
Contacting Scott
Send Message
Forward to Friend
Add to Friends
Add to Favorites
IM / Call
Block User
Add to Group
Rank User
[Subscribe to this Blog]
[View All Blog Entries]
Tom
View Scott's Friends: All | Online | New
Internet
100%

Scott

"Welcome to Scott's Profile!"

Male
31 years old
SAN DIEGO, California
United States

Last Login: 5/19/2008

Scott is in your extended network

Scott's Latest Blog Entry

Scott's Blurbs

About me:
I live in San Diego with my wife, Jisun, and dog, Sam. I am an author, trainer, and consultant working with web technologies. My hobbies include basketball, writing, reading, and hiking.

Who I'd like to meet:
I think it would be neat to meet Sir Isaac Newton. That guy was pretty darn smart!

Scott's Friend Space (Top 1)

Scott has 1 friends.

Scott's Interests

General	Basketball, reading, hiking, swimming...
Music	I am a big fan of classical music, particularly piano pieces from the 18th and 19th centuries. My favorite composer is Beethoven, although who can say anything bad about Mozart or Chopin?
Movies	I'm not a big fan

FIGURE 8.9

The profile page now has a yellow background with red borders.

TIP

Any formatting changes you make to your profile through this mechanism appear only when viewing your public profile and not when viewing your account page. To change the appearance of your account page, select a theme from the Page Theme list by clicking the Page Themes link in the upper-right corner of your account page.

For help with customizing your MySpace profile page, you can post your questions at the MySpace Customizing Forum. Simply click the Forum link at the top of any page, open the MySpace Customizing Forum, and post your questions! As the MySpace Frequently Asked Questions page says, "If you do not know HTML, you can reach out and make a new friend by asking someone who has color, graphics, and/or sound on their Profile page how they did it. People on MySpace are friendly and always willing to help, so just ask! This is a great way to meet new people!"

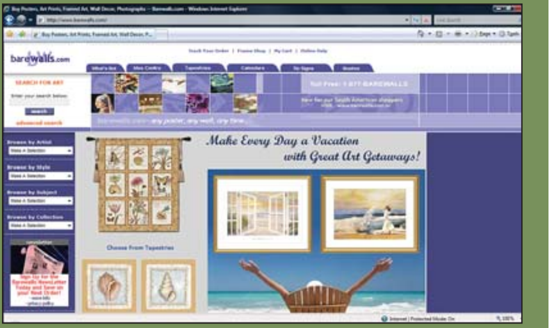
Many websites provide tutorials and step-by-step guides for customizing your profile page. Just head over to your favorite search engine and search on keywords "MySpace," "HTML," and "profile."

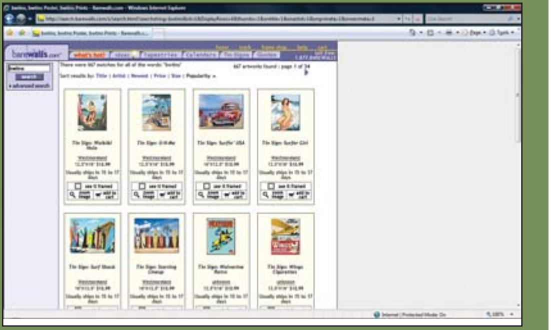
Configuring Your Name Information

Your profile page is available online at www.MySpace.com/AccountNumber. *AccountNumber* is a large number, such as *381561689*. Such a URL is hard for you and your friends and family to remember. Thankfully, MySpace allows you to create a MySpace username,

IDEA GALLERY

http://www.barewalls.com/





THE ART OF NAVIGATION

Shopping on the Web is easy if the site you visit offers different ways to browse its products. Barewalls.com lets you find its artwork in a variety of ways—by style, by subject, and by artist. They also categorize artwork into museum art, contemporary art, pop culture, and photography. When you click a category, you can sort your choices by popularity, size, price, and so on. This site knows how to exploit its advantages over brick-and-mortar art galleries and other art websites that don't offer such a variety of ways to find artwork.

If you're planning an e-commerce website, think about ways that customers will want to search your site. Make it as easy as possible for them to find the right products.

which is a name or phrase associated with your profile page. After you've established your MySpace username, your profile page can be visited at www.MySpace.com/UserName.

In addition to a username, your MySpace account contains a display name (see Figure 8.10). The display name is shown on your profile page. Your User Name is not shown anywhere, but rather is solely used as a shortcut to your profile page (www.MySpace.com/UserName). You can change your display name as often as you want, but your username can only be set once and is ***permanent***.

> *"You can change your display name as often as you want, but your user name can only be set once and is permanent."*

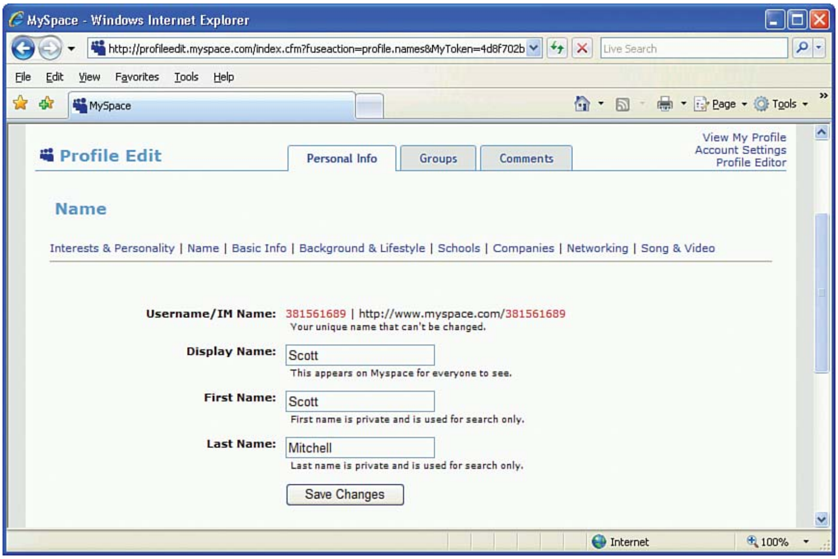
To create a user name, click on the Pick your MySpace User Name/URL link located at the top of your account page. This link takes you to a page where you can select your user name. After you've picked a user name, your profile can be reached at either www.MySpace.com/ UserName or www.MySpace.com/AccountNumber.

NOTE

Each MySpace member's user name must be unique. With more than 117 million users, chances are your first choice for user name has already been taken. To help maximize the chances of finding an available user name, try adding numbers, such as Scott_92101.

FIGURE 8.10

Manage your Display Name and User Name settings.



MySpace - Windows Internet Explorer
http://profileedit.myspace.com/index.cfm?fuseaction=profile.names&MyToken=4d8f702b
Live Search
File
Edit
View
Favorites
Tools
Help
MySpace
Page
Tools
Profile Edit
Personal Info
Groups
Comments
View My Profile
Account Settings
Profile Editor
Name
Interests & Personality | Name | Basic Info | Background & Lifestyle | Schools | Companies | Networking | Song & Video
Save Changes
Internet
100%

Username/IM Name: 381561689 | http://www.myspace.com/381561689
Your unique name that can't be changed.

Display Name: Scott
This appears on Myspace for everyone to see.

First Name: Scott
First name is private and is used for search only.

Last Name: Mitchell
Last name is private and is used for search only.

Creating a Blog and Sharing Your Pictures

The previous two chapters examined how to create a blog using Blogger and how to create and share digital pictures using Snapfish. If you want a professional-level blog with all the bells and whistles, or you want to allow friends and family to order prints and other memorabilia from your online photos, then Blogger and Snapfish are excellent choices. If, however, you only need simple blog and photo sharing capabilities, MySpace can provide you with these services.

Uploading and Sharing Your Photos

To start sharing photos, click the Photos link from the Control Panel in your account page. To add a new picture, click the Upload Photos button. This displays a list of folders and files on your computer; select those pictures you want to upload (see Figure 8.11). MySpace arranges your photos into albums. When you created your MySpace account, a default album—My Photos—was created. You can place your uploaded photos in this album by selecting it from the drop-down list in the lower-left corner. Alternatively, you may create a new album by entering its name in the text box. After picking the pictures to upload and choosing an album, click the Upload button.

After uploading your photos, you can enter a caption for each one. Following that, you are taken to a listing of the photos you just uploaded. From here you can edit the caption, move the photos to another album, delete the photos, or create a slideshow (see Figure 8.12).

By default, all registered MySpace users can view your uploaded pictures. To limit access to your pictures, click the My Albums link at the top of the photo edit page. The My Albums page lists your photo albums and allows you to specify viewing permissions on an album-by-album basis. There are three visibility options:

- Me
- Friends Only
- Everyone

If you set the album's visibility to Me, the pictures within are private, meaning that only you can view them. Choosing Friends Only makes the pictures accessible only to other MySpace members who you've designated as your friend. The Growing Your Social Network section discusses how to add friends. If you choose Everyone, then all registered MySpace members can view your pictures.

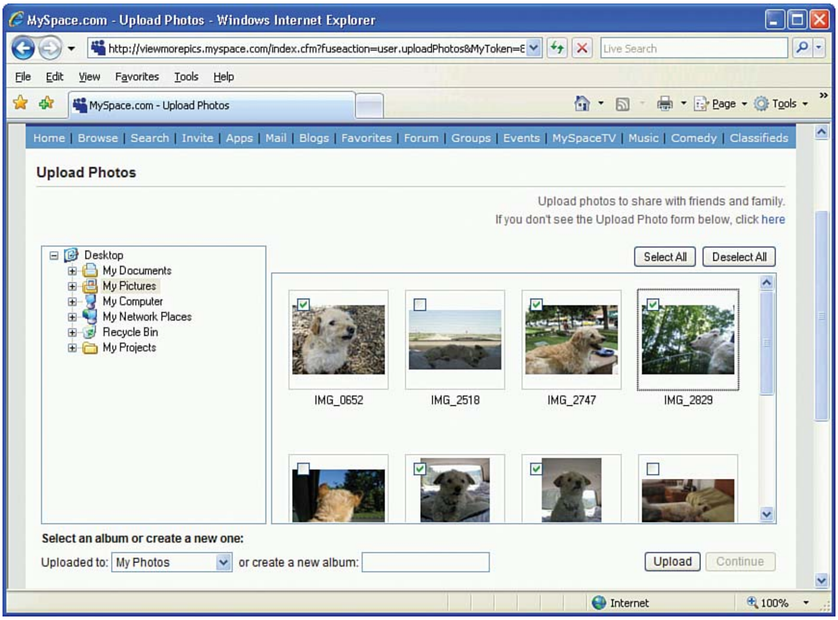
TIP

By default, your photos can be viewed by all MySpace members. To make your photo album private (meaning it can only be viewed by you), scroll down until you reach the Allow Your Photos to be viewable By section and choose the Only You option.

After you add your pictures, visitors to your profile can click the View My Pics link to explore your photo albums.

FIGURE 8.11

Add your favorite photos to MySpace.


MySpace.com - Upload Photos - Windows Internet Explorer
http://viewmorepics.myspace.com/index.cfm?fuseaction=user.uploadPhotos&MyToken=E
Live Search
File Edit View Favorites Tools Help
MySpace.com - Upload Photos
Page Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Desktop
My Documents
My Pictures
My Computer
My Network Places
Recycle Bin
My Projects
Select All
Deselect All
IMG_0652
IMG_2518
IMG_2747
IMG_2829
Upload
Continue
Internet
100%

Upload Photos

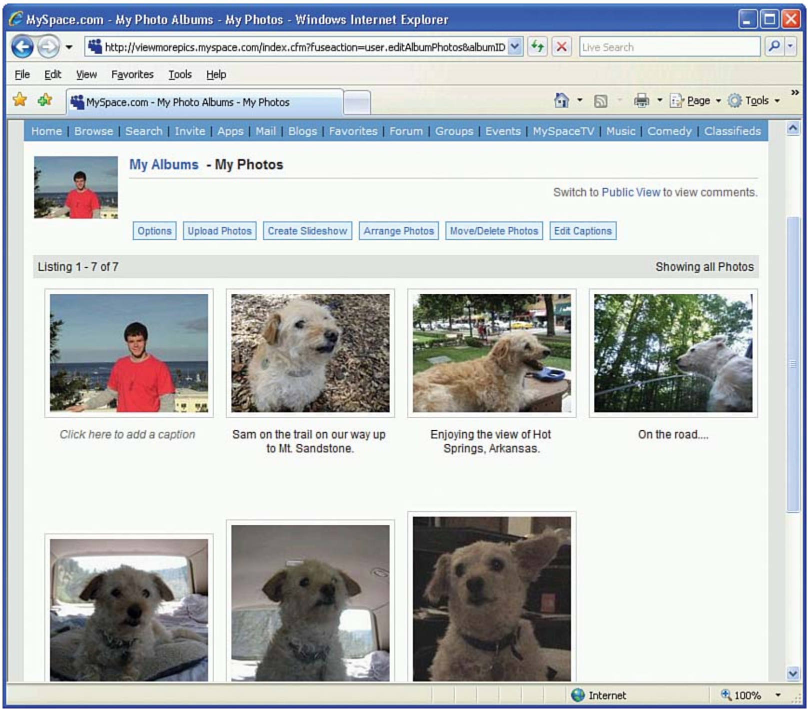
Upload photos to share with friends and family.
If you don't see the Upload Photo form below, click here

Select an album or create a new one:

Uploaded to: My Photos or create a new album:

FIGURE 8.12

Manage your uploaded pictures.


MySpace.com - My Photo Albums - My Photos - Windows Internet Explorer
http://viewmorepics.myspace.com/index.cfm?fuseaction=user.editAlbumPhotos&albumID
Live Search
File Edit View Favorites Tools Help
MySpace.com - My Photo Albums - My Photos
Page Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Options
Upload Photos
Create Slideshow
Arrange Photos
Move/Delete Photos
Edit Captions
Internet
100%

My Albums - My Photos

Switch to Public View to view comments.

Listing 1 - 7 of 7

Showing all Photos

Click here to add a caption

Sam on the trail on our way up to Mt. Sandstone.

Enjoying the view of Hot Springs, Arkansas.

On the road....

NOTE

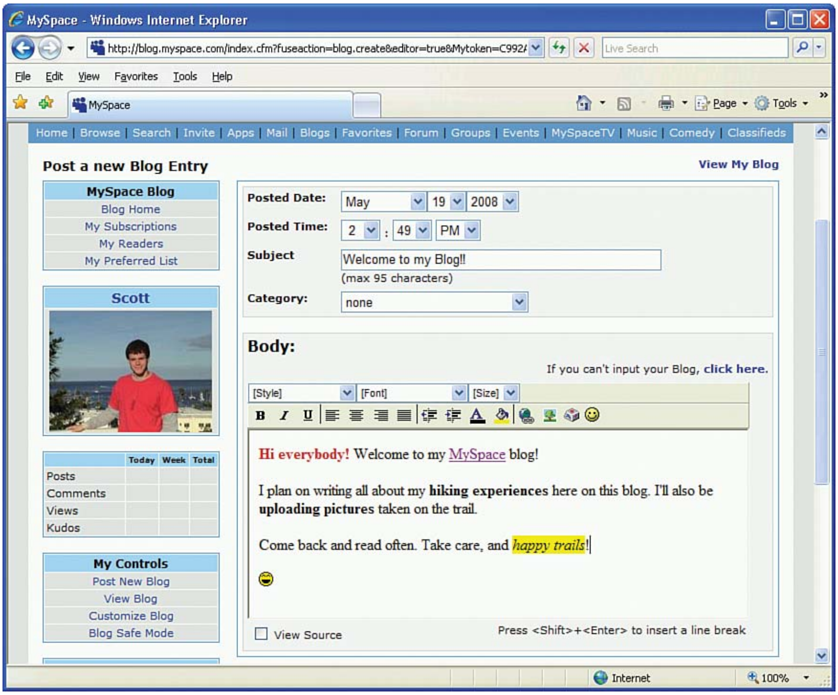
In addition to photos, MySpace allows you to upload and share videos. To start sharing your videos, click the Videos link from the Control Panel in your account page.

Expressing Yourself with Your Blog

Your blog is like an online journal—a place to keep friends and family up to date with the latest news. To start blogging, click the Blog link from the Control Panel in your home page. This takes you to the Blog Control Center where you can

- Post a new blog entry
- Customize your blog's appearance
- Examine which other MySpace readers have subscribed to your blog
- View the latest posts from the blogs to which you've subscribed

To make your first blog entry, click the Post New Blog link. This link takes you to the Post a New Blog Entry page, where you can enter content for your blog entry (see Figure 8.13).


MySpace - Windows Internet Explorer
File Edit View Favorites Tools Help
MySpace
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
View My Blog
MySpace Blog
Blog Home
My Subscriptions
My Readers
My Preferred List
Scott
Today Week Total
Posts
Comments
Views
Kudos
My Controls
Post New Blog
View Blog
Customize Blog
Blog Safe Mode
[Style] [Font] [Size]
Internet
100%

http://blog.myspace.com/index.cfm?fuseaction=blog.create&editor=true&Mytoken=C992/

Post a new Blog Entry

Posted Date: May 19 2008

Posted Time: 2 : 49 PM

Subject: Welcome to my Blog!!

(max 95 characters)

Category: none

Body:

If you can't input your Blog, click here.

Hi everybody! Welcome to my MySpace blog!

I plan on writing all about my **hiking experiences** here on this blog. I'll also be **uploading pictures** taken on the trail.

Come back and read often. Take care, and *happy trails*!

☐ View Source

Press <Shift>+<Enter> to insert a line break

FIGURE 8.13

Add a new entry to your blog.

All blog entries require a subject and a body. When viewing your profile, users see the subjects of your most recent blog entries; clicking on the subject displays the blog's body. When entering the blog's body, you can use the formatting controls to change the text color or style and to insert smileys, links, and images.

TIP

Unlike your profile, you don't have to be an HTML mastermind to personalize your blog's background and colors. From your Blog Control Center, click the Customize Blog link to choose display options for your blog page.

By default, other MySpace members can add comments to your blog entries. If you want to prevent this, click the Disable Kudos & comments check box. There are also four privacy options that determine who can read your blog entry:

- **Public**—Registered MySpace users can read your blog entries.
- **Diary**—Only you can read your blog entries.
- **Friends**—Limit access to your MySpace friends; you learn how to add friends to your network in the "Growing Your Social Network" section.
- **Preferred List**—From the Blog Control Center, you can maintain a Preferred List of MySpace users; this option limits access to the blog entry to only those specifically noted in this list.

IDEA GALLERY

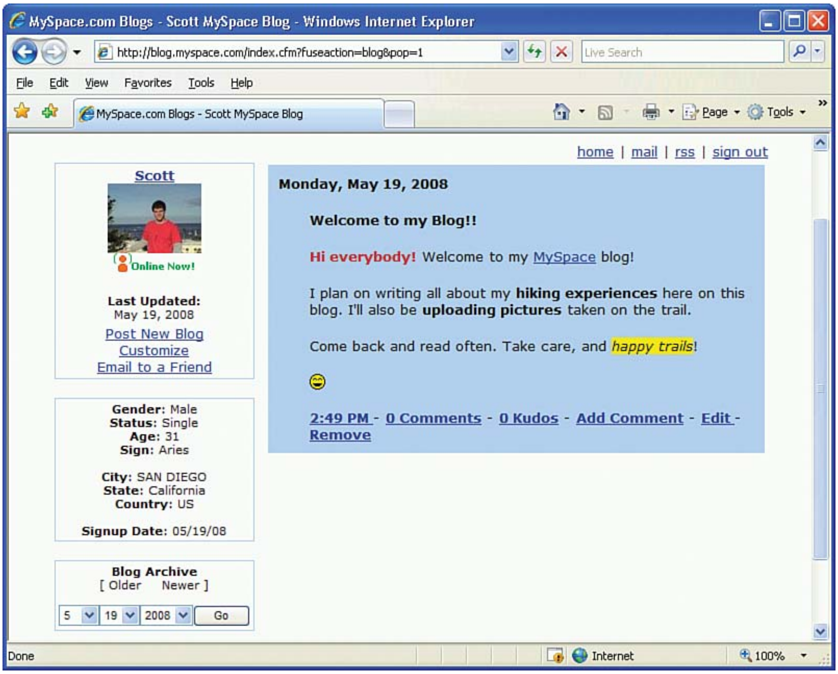
http://www.diamonds.com

To post your blog entry, click the Preview & Post button.

After you establish your blog, your profile page will list the subjects of your most recent blog entries. Visitors can read one of your blog entries by clicking on the subject from your profile page or by visiting your blog page directly at **http://blog.MySpace.com/AccountNumber** (or **http://blog.MySpace.com/UserName**, if you've created a User Name).

To edit or remove a blog entry, go to your blog web page and click the Edit or Remove links (see Figure 8.14).

If you check out another MySpace member's blog, you'll find a subscribe link at the top of the page. From your Blog Control Center, click on My Subscriptions to view the most recent blog entries from the list of blogs to which you've subscribed. To see which users have subscribed to your blog, click the My Readers link.


MySpace.com Blogs - Scott MySpace Blog - Windows Internet Explorer
http://blog.myspace.com/index.cfm?fuseaction=blog&pop=1
Live Search
File Edit View Favorites Tools Help
MySpace.com Blogs - Scott MySpace Blog
Page Tools
home | mail | rss | sign out
Done
Internet
100%

Scott

Online Now!

Last Updated: May 19, 2008

Post New Blog
Customize
Email to a Friend

Gender: Male
Status: Single
Age: 31
Sign: Aries

City: SAN DIEGO
State: California
Country: US

Signup Date: 05/19/08

Blog Archive
[Older Newer]

5 19 2008 Go

Monday, May 19, 2008

Welcome to my Blog!!

Hi everybody! Welcome to my MySpace blog!

I plan on writing all about my **hiking experiences** here on this blog. I'll also be **uploading pictures** taken on the trail.

Come back and read often. Take care, and *happy trails*!

2:49 PM - 0 Comments - 0 Kudos - Add Comment - Edit - Remove

FIGURE 8.14

Your blog page lists your most recent blog entries.

Growing Your Social Network

At MySpace, your social network is made up of *friends*. There are various ways to add friends to your network. Recall that when you first joined MySpace, you could invite people to also join MySpace (see Figure 8.4). If those invitees join MySpace, they automatically become your friends. You can ask other MySpace members to become your friend by visiting their profiles and clicking the Add to Friends link. This action sends a message to the user asking her whether she wants to become your friend. If she accepts, you'll have added a new friend to your network! Conversely, you may receive messages from other MySpace users who have found your profile and would like to become friends.

Even if you didn't invite anyone when registering, and even if you haven't requested to add users as your friends, you already have one friend. Tom, the creator of MySpace, is automatically added as a friend to every new MySpace member's account (see Figure 8.15). He's a popular guy!

Your friends are listed on your account page. If you have many friends, your account page will only list the first few. To view *all* of your friends, click the View All of My Friends link. You can also see which friends have birthdays this week by clicking the View Upcoming Birthdays link. To remove friends from your list, click the Edit Friends link, select the friends you want to remove from your network, and click the Delete Selected Friends button.

TIP

You can send messages to MySpace users, send a mass email to all of your friends, and manage friend requests from your Mail Center Inbox. Click the Inbox link in your Control Panel to read and manage your messages and friend requests.

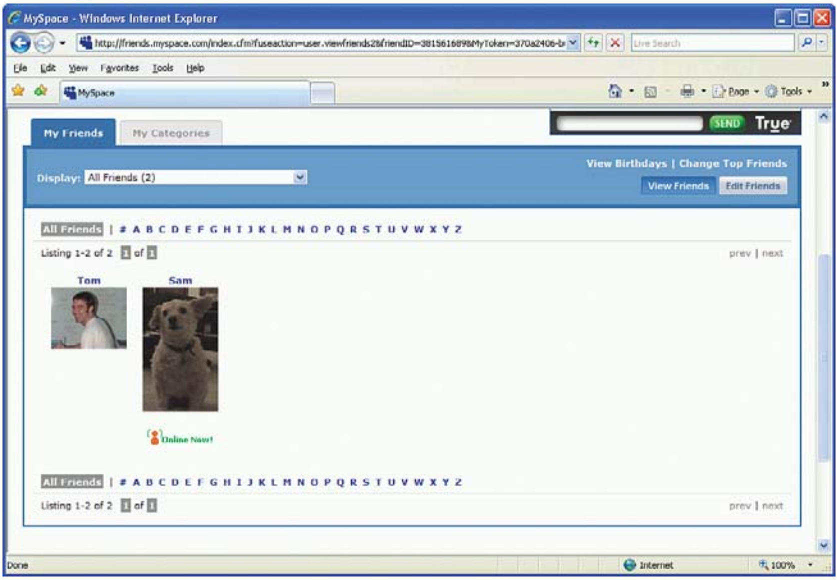

MySpace - Windows Internet Explorer
http://friends.myspace.com/index.cfm?fuseaction=user.viewfriends2&friendID=381561689&MyToken=370a2406-b
Live Search
File Edit View Favorites Tools Help
MySpace
Page Tools
SEND True
My Friends
My Categories
Display: All Friends (2)
View Birthdays | Change Top Friends
View Friends
Edit Friends
All Friends | # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Listing 1-2 of 2 1 of 1
prev | next
Tom
Sam
Online Now!
All Friends | # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
Listing 1-2 of 2 1 of 1
prev | next
Done
Internet
100%

FIGURE 8.15

View and manage your friends list.

Making New Friends

MySpace makes it easy to meet new people. The concept of social networking sites is that your friends' friends are likely to be people who share similar interests, hobbies, and personalities with you, and therefore make good candidates for new friends. When viewing a friend's profile, you can see his list of friends. Clicking on one of your friends' friends takes you to his profile page, where you can learn about him. If you'd like to get to know him better, you can drop him a line by clicking on the Send Message link or by adding him to your friends network.

> *"The concept of social networking sites is that your friends' friends are likely to be people who share similar interests, hobbies, and personalities with you, and therefore make good candidates for new friends."*

MySpace also includes a powerful search mechanism for finding people with similar interests and digging up long-lost friends and classmates. From any MySpace page, click the Search link at the top.

The search page, shown in Figure 8.16, offers four search modes:

- Find a Friend
- Find a School
- Search Profile for People with Similar Personal Interests
- Search Profiles for People with Similar Career Interests

If you are looking for a particular MySpace user or are curious if an old friend might also be a member of MySpace, use the Find a Friend search option. Here you can search for a user by her real name, her display name, or her email address.

Another great way to find old friends is to use the Find a School option. Start by entering the school name to search for along with the country and state or province. MySpace will then list any matching schools in that region. If you see your old school there, click on it to see a list of MySpace users who have also attended that school. You can further narrow the search results by gender, age range, major or minor, status as a current student or an alum, graduation year or years attended, and other parameters.

TIP

Want to let old or current classmates find you through the Classmate Finder search? If so, make sure you specify the schools you attended in your profile. From the Profile Edit page, click on the Schools section to specify which schools you've attended or are attending as well as major, minor, graduation date, and other related information.

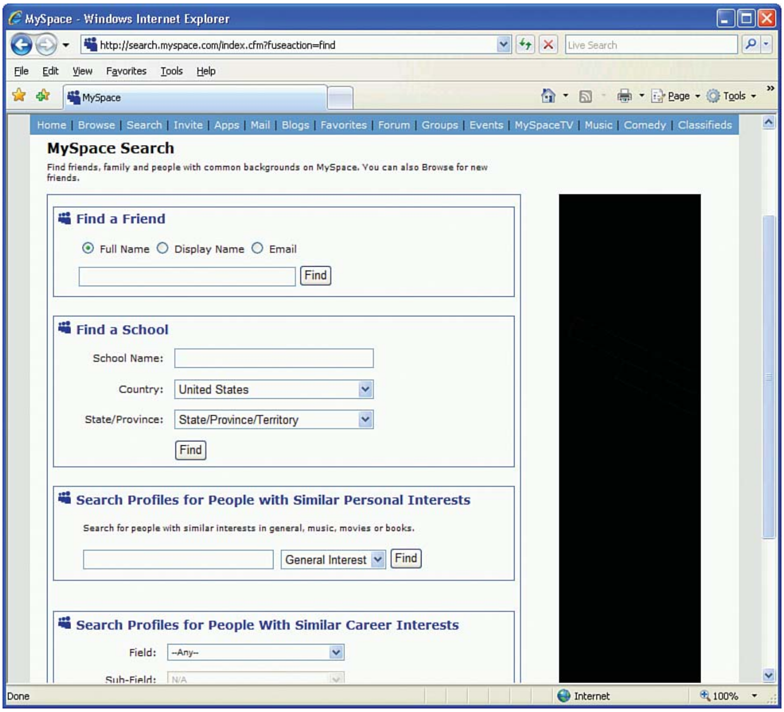
If you've joined MySpace for networking with peers in your business or avocation, use the Search Profiles for People with Similar Career Interests interface to find others on MySpace who are also interested in networking. Choose the field, subfield, and role of interest—such as

Nightlife, Marketing, and Promoter—along with any keywords—and click Find to search for others interested in networking in the same area.

If you are interested in networking, be sure to specify your networking categories through your profile. From the Profile Edit page, go to the Networking section. There you can choose any number of fields, subfields, and roles that interest you, along with any description.

FIGURE 8.16

Search MySpace to find friends who went to the same school or who have similar interests.



MySpace - Windows Internet Explorer
Live Search
File
Edit
View
Favorites
Tools
Help
MySpace
Page
Tools
Home | Browse | Search | Invite | Apps | Mail | Blogs | Favorites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds
Find
Find
Find
Done
Internet
100%

http://search.myspace.com/index.cfm?fuseaction=find

MySpace Search

Find friends, family and people with common backgrounds on MySpace. You can also Browse for new friends.

Find a Friend

● Full Name ○ Display Name ○ Email

Find a School

School Name:

Country: United States

State/Province: State/Province/Territory

Search Profiles for People with Similar Personal Interests

Search for people with similar interests in general, music, movies or books.

General Interest

Search Profiles for People With Similar Career Interests

Field: --Any--

Sub-Field: N/A

Summary

Social networking websites such as MySpace offer a degree of interconnectedness not possible before the advent of the Internet. With a few clicks of the mouse, you can add your latest vacation photos to your MySpace site, send a message to all of your friends, blog about your new cat, and make new friends from around the world who share similar interests and hobbies.

As we saw in this chapter, getting started with MySpace is free and easy. After you've created an account, you can manage a blog, upload and share pictures or video, grow your social network, send emails to other MySpace users, and search for long-lost friends or past classmates. In addition to these features, there are many more offerings, including calendars, address books, forums, groups, and events, along with an entire section dedicated to music and music videos from both well-known and independent artists.

MySpace is a fun place to hang out, to keep in touch with old friends, and to make new ones. With its large user base, chances are many people you know are already members at MySpace. So, go ahead and give MySpace a try!

IDEA GALLERY

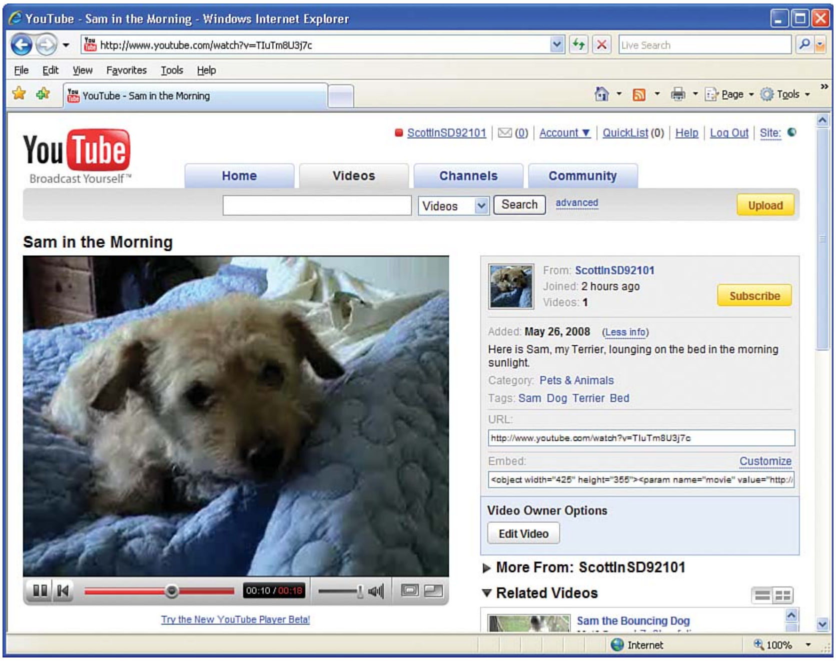
http://www.w3schools.com/html/

WEB RESOURCES GALORE

We thought this was a great resource site for those of you getting into web design and development. The links are divided into categories such as basic tags, formatting, frames, tables, and images. This is a page that you can bookmark and visit whenever you need something for your site or when you're ready to learn some new trick. When you're comfortable with HTML, you can move onto other topics offered on the site such as XML, JavaScript, or other programming environments.

CHAPTER 9

Posting Your Videos on YouTube


YouTube - Sam in the Morning - Windows Internet Explorer
http://www.youtube.com/watch?v=TIuTm8U3j7c
Live Search
File Edit View Favorites Tools Help
YouTube - Sam in the Morning
Page Tools
ScottInSD92101 (0) Account QuickList (0) Help Log Out Site:
YouTube Broadcast Yourself™
Home Videos Channels Community
Videos Search advanced Upload
00:10 / 00:18
Try the New YouTube Player Beta!
Subscribe
Less info
Customize
Video Owner Options
Edit Video
More From: ScottInSD92101
Related Videos
Sam the Bouncing Dog
Internet
100%

Sam in the Morning

From: ScottInSD92101
Joined: 2 hours ago
Videos: 1

Added: May 26, 2008

Here is Sam, my Terrier, lounging on the bed in the morning sunlight.

Category: Pets & Animals
Tags: Sam Dog Terrier Bed

URL: http://www.youtube.com/watch?v=TIuTm8U3j7c

Embed: <object width="425" height="355"><param name="movie" value="http:/

Chapter 1, "Creating Your First Web Page," discussed how web pages are composed of HTML and how tools like SeaMonkey Composer make crafting this HTML as easy as using a word processor program like Microsoft Word. The HTML specification clearly defines how images are to be displayed. As a consequence, tools like Composer can offer straightforward options for adding images to a web page. Composer includes an Image icon in the toolbar that, when clicked, displays a dialog box that prompts for the image's location, size, alternate text, and other information.

Unfortunately, the HTML specification does not include any mention of how to display videos. Therefore, there's no universal way to show a video clip from within a web page. Over the years, various companies have offered different solutions, but many of these approaches have required special software both for the content producer to upload the video and for the visitor to view it. These hindrances have made it difficult for average people to share videos with friends and families.

In 2005 three friends—Steve Chen, Chad Hurley, and Jawed Karim—created a video-sharing website called YouTube, which makes it incredibly easy to upload, share, and watch videos. This ease of use, coupled with the fact that YouTube allows anyone to upload videos, led to its meteoric growth. As of April 2008, YouTube hosts nearly 85 million videos uploaded from people around the world and was ranked by Alexa the third most popular site on the Internet.

Thanks to YouTube, it is now easy to upload and share videos of your vacations, your baby's first steps, or your daughter's winning goal at her soccer game. Best of all, YouTube is a completely free service—there's no charge to watch or upload videos.

> *"YouTube makes it incredibly easy to upload, share, and watch videos."*

Getting Started with YouTube

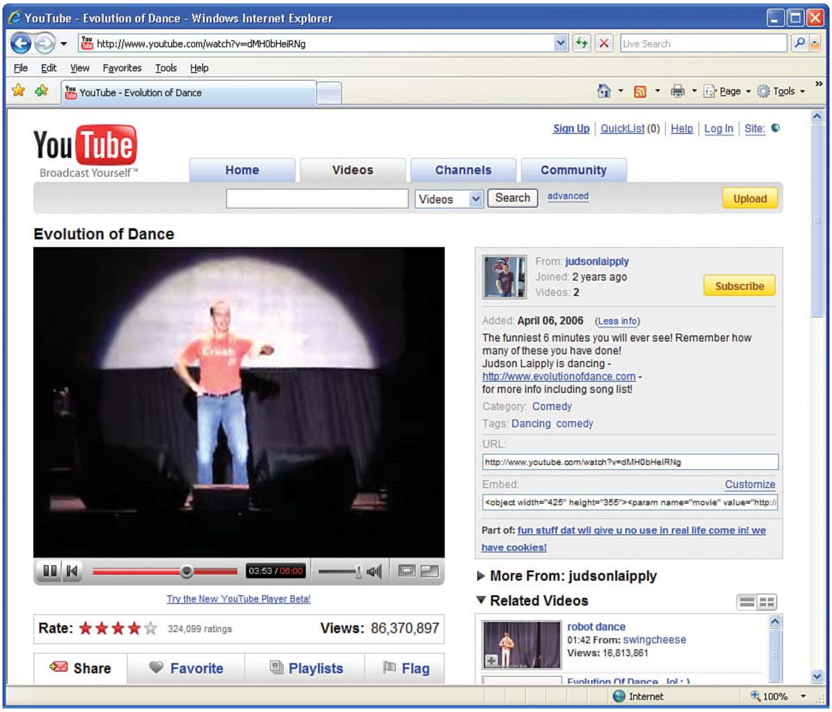
Before we look at how to upload a video to YouTube, let's take a quick tour of the site. The YouTube home page lists featured videos and a list of videos being watched right now by other YouTube users. To view a video, simply click the video image or link. This takes you to that video's page. The video, which starts playing automatically, is shown in the left column. It includes controls for pausing the video, adjusting the volume, displaying the video's total length, and so on. The right column offers information about the video along with links to related videos.

Figure 9.1 shows the video page for Evolution of Dance. At the time of this writing, Evolution of Dance is the most popular video on YouTube, having been viewed more than **86 million** times!

YouTube also enables viewers to rate videos and leave comments. In the left column, you'll find the video's average rating and comments that other users have made about the video. To leave your own rating or comment, you must first create a user account.

FIGURE 9.1

Watching a video in YouTube is as easy as pointing and clicking.



YouTube - Evolution of Dance - Windows Internet Explorer

http://www.youtube.com/watch?v=dMH0bHeiRNg

Evolution of Dance

From: judsonlaipply
Joined: 2 years ago
Videos: 2

Added: April 06, 2006 (Less info)

The funniest 6 minutes you will ever see! Remember how many of these you have done!
Judson Laipply is dancing - http://www.evolutionofdance.com - for more info including song list!

Category: Comedy
Tags: Dancing comedy

URL: http://www.youtube.com/watch?v=dMH0bHeiRNg

Embed: <object width="425" height="355"><param name="movie" value="http://

Part of: fun stuff dat wll give u no use in real life come in! we have cookies!

Rate: ★★★★☆ 324,099 ratings   Views: 86,370,897

robot dance
01:42 From: swingcheese
Views: 16,813,861

File
Edit
View
Favorites
Tools
Help
Live Search
YouTube - Evolution of Dance
Page
Tools
YouTube
Broadcast Yourself™
Sign Up
QuickList (0)
Help
Log In
Site:
Home
Videos
Channels
Community
Videos
Search
advanced
Upload
Subscribe
Customize
03:53 / 06:00
Try the New YouTube Player Beta!
Share
Favorite
Playlists
Flag
More From: judsonlaipply
Related Videos
Evolution Of Dance - lol :)
Internet
100%

Creating an Account

Although you do not need to create an account to view videos on YouTube, you do need one to rate videos, leave comments, or upload videos. To create an account, click the Sign Up link in the upper-right corner. This takes you to a page that prompts for your account type, email address, YouTube username, password, and other demographic information (see Figure 9.2).

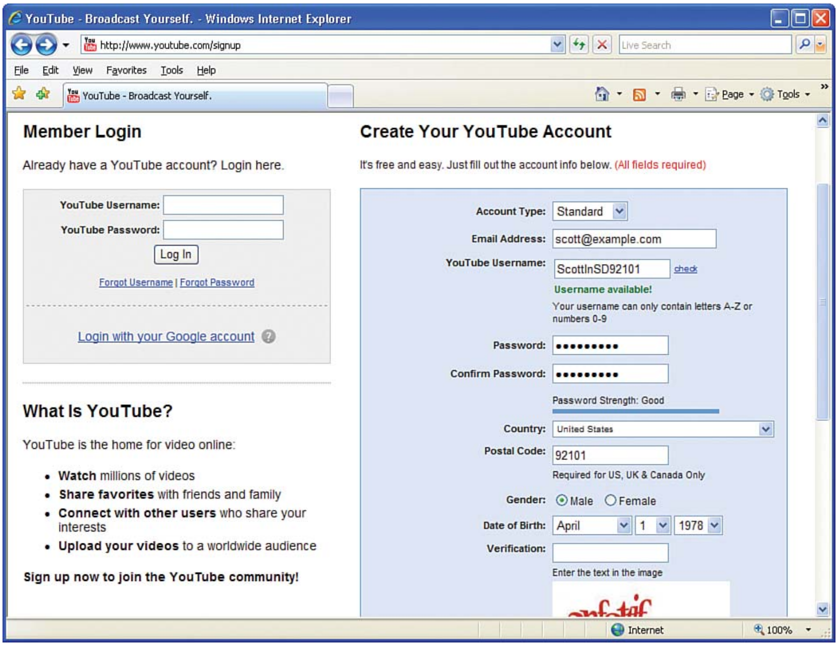
There are five different types of YouTube accounts:

- Standard
- Director
- Musician
- Comedian
- Guru

The Standard account type enables you to rate videos, leave comments, and upload videos. The other four account types are intended to be used by performers who are uploading videos of their own performances. They allow additional performer information to be associated with the account, including biographical information and upcoming shows. Unless you are a performer and plan to upload videos of your own performances, choose the Standard account type.

The YouTube username you select here is what you will use (along with your password) to log in to the site. It is also displayed alongside any comments you make or videos you upload.

After filling in the registration form fields and clicking the Sign Up button, YouTube sends an email with instructions on how to activate your account. After activating your account, you can sign into YouTube and start interacting with the YouTube community through posting comments and sharing videos.


YouTube - Broadcast Yourself. - Windows Internet Explorer
http://www.youtube.com/signup
Live Search
File Edit View Favorites Tools Help
YouTube - Broadcast Yourself.
Page
Tools
Log In
check
Internet
100%

Member Login

Already have a YouTube account? Login here.

YouTube Username:
YouTube Password:

Forgot Username | Forgot Password

Login with your Google account

What Is YouTube?

YouTube is the home for video online:

- **Watch** millions of videos
- **Share favorites** with friends and family
- **Connect with other users** who share your interests
- **Upload your videos** to a worldwide audience

Sign up now to join the YouTube community!

Create Your YouTube Account

It's free and easy. Just fill out the account info below. (All fields required)

Account Type: Standard
Email Address: scott@example.com
YouTube Username: ScottInSD92101
Username available!
Your username can only contain letters A-Z or numbers 0-9
Password: •••••••••
Confirm Password: •••••••••
Password Strength: Good
Country: United States
Postal Code: 92101
Required for US, UK & Canada Only
Gender: ● Male ○ Female
Date of Birth: April 1 1978
Verification:
Enter the text in the image

FIGURE 9.2

Before you can share your videos, you must create an account.

Uploading Your Videos

Before you can upload a video, you must first transfer the video from your video recording device to your computer's hard drive. This process depends on your video camera. Virtually all modern video cameras include a port that you can use to connect the camera to your computer. Refer to your video camera's instructions for more information.

TIP

Many cell phones include video recording capabilities. If you have a cell phone that can record video and has Internet access, you can upload your recorded videos directly from your cell phone to YouTube. To configure your account to support uploads from a cell phone, visit www.youtube.com/my_profile_mobile.

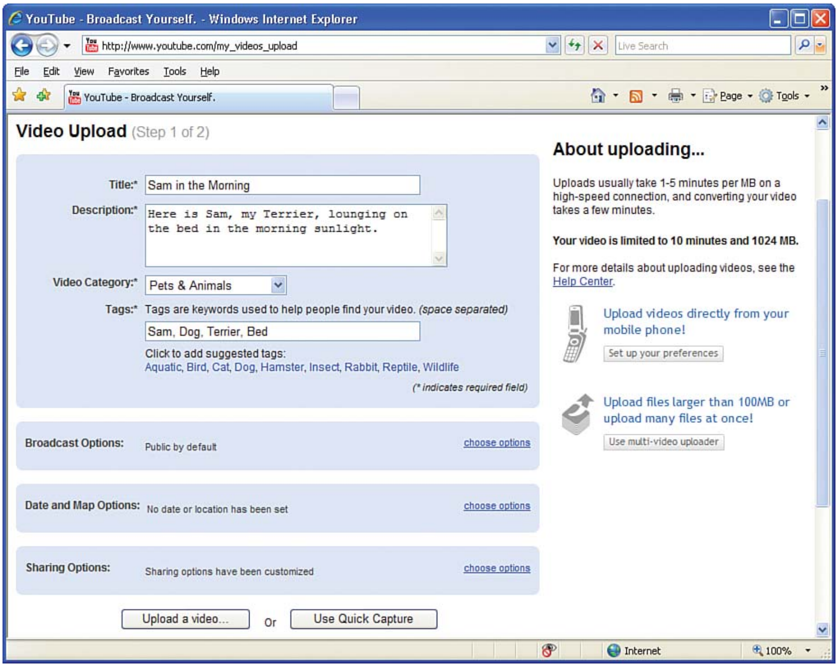
NOTE

YouTube does not allow its users to upload videos that are longer than ten minutes. Also, make sure that you own the copyright to the videos you upload or that you have the permission of the copyright holder.

When you have a video to upload on your computer, visit the YouTube website and click the Upload button in the upper-right corner. This takes you to the Video Upload page. Uploading a video is a two-step process. In the first step, shown in Figure 9.3, you are asked to title the video, provide a description, categorize it, and include one or more keywords, called tags, that help others find your video.

FIGURE 9.3

Choose a title, description, category, and tags for your video.


YouTube - Broadcast Yourself. - Windows Internet Explorer
http://www.youtube.com/my_videos_upload
Live Search
File
Edit
View
Favorites
Tools
Help
YouTube - Broadcast Yourself.
Page
Tools
Set up your preferences
Use multi-video uploader
choose options
choose options
choose options
Upload a video...
Or
Use Quick Capture
Internet
100%

Video Upload (Step 1 of 2)

Title:* Sam in the Morning

Description:* Here is Sam, my Terrier, lounging on the bed in the morning sunlight.

Video Category:* Pets & Animals

Tags:* Tags are keywords used to help people find your video. *(space separated)*

Sam, Dog, Terrier, Bed

Click to add suggested tags:
Aquatic, Bird, Cat, Dog, Hamster, Insect, Rabbit, Reptile, Wildlife

(indicates required field)*

Broadcast Options: Public by default

Date and Map Options: No date or location has been set

Sharing Options: Sharing options have been customized

About uploading...

Uploads usually take 1-5 minutes per MB on a high-speed connection, and converting your video takes a few minutes.

Your video is limited to 10 minutes and 1024 MB.

For more details about uploading videos, see the Help Center.

Upload videos directly from your mobile phone!

Upload files larger than 100MB or upload many files at once!

In addition to these required fields, there are several optional settings. You'll find these optional settings under the following headings:

- Broadcast Options
- Date and Map Options
- Sharing Options

To view and change these options, click the Choose Options link to the right of the title. Let's take a look at the two most important sets of optional settings: the Broadcast Options and the Sharing Options.

By default, all uploaded videos are public, meaning that anyone in the world can view them. You can mark your uploaded video as private, meaning that only you and up to 25 other people you specify can view the video. Use the Broadcast Options settings to choose whether your video is public or private.

> *"By default, all uploaded videos are public, meaning that anyone in the world can view them. You can mark your uploaded video as private, meaning that only you and up to 25 other people you specify can view the video."*

RESPECT OTHERS' COPYRIGHTS

The creator of an original work has exclusive rights to the work. It is illegal to make copies, adaptations, or financially benefit from such works without the consent of the creator. These rights are referred to as copyright. Uploading videos of commercial work—such as TV shows, music videos, movies, commercials, or recordings of live performances—without the copyright holder's permission can get you banned from YouTube.

For more information on copyright and for tips on ensuring that your videos do not infringe on others' copyrights, check out YouTube's Copyright Tips page at *www.youtube.com/t/howto_copyright*.

YouTube includes many features designed to encourage its users to communicate and interact with one another. As we have already discussed, users can comment on and rate videos. Along with making comments, users can vote on others' comments, giving a comment a thumbs up or a thumbs down. And YouTube makes it easy for its members to post video responses to other videos.

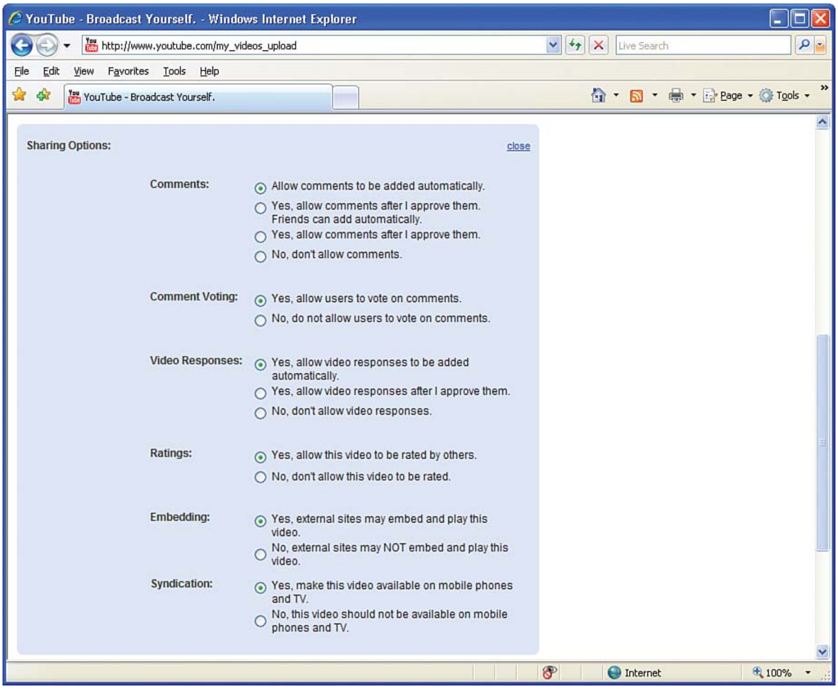
By default, all of these community-building features are allowed on every video uploaded to YouTube. You can, however, limit which features are permitted on your video via the Sharing Options. As Figure 9.4 shows, you can turn off comments completely or configure the comments system so that only comments you approve are displayed. You can also disable comment voting and ratings.

In addition to viewing videos from YouTube's website, it is possible to embed a YouTube video into a web page on another website. This means that you can show videos directly from your own websites, such as your blog. You can indicate whether external embedding of your video is allowed from the Sharing Options.

NOTE

We examine how to embed a YouTube video into a blog later in this chapter in the "Embedding YouTube Videos into Your Website" section.

After specifying your video's title, description, category, tags, and other options, click the Upload a Video button to proceed to step 2 of the video upload process. In this final step, you are asked to select the movie file on your computer's hard drive to upload. Select the file you copied over from your video camera and click the Upload button (see Figure 9.5). Keep in mind that it may take several minutes to upload your video file to YouTube's servers. After your video has been uploaded, YouTube needs to process the video so that it can be viewed from its video player. This processing can take several minutes.


YouTube - Broadcast Yourself. - Windows Internet Explorer
http://www.youtube.com/my_videos_upload
Live Search
File Edit View Favorites Tools Help
YouTube - Broadcast Yourself.
Page Tools
close
Internet
100%

Sharing Options:

Comments:
- ● Allow comments to be added automatically.
- ○ Yes, allow comments after I approve them. Friends can add automatically.
- ○ Yes, allow comments after I approve them.
- ○ No, don't allow comments.

Comment Voting:
- ● Yes, allow users to vote on comments.
- ○ No, do not allow users to vote on comments.

Video Responses:
- ● Yes, allow video responses to be added automatically.
- ○ Yes, allow video responses after I approve them.
- ○ No, don't allow video responses.

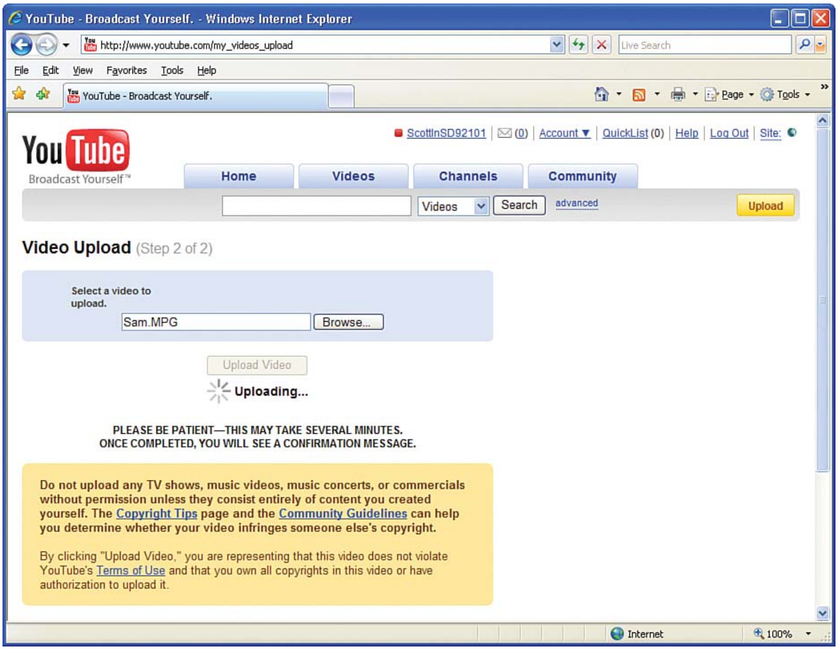
Ratings:
- ● Yes, allow this video to be rated by others.
- ○ No, don't allow this video to be rated.

Embedding:
- ● Yes, external sites may embed and play this video.
- ○ No, external sites may NOT embed and play this video.

Syndication:
- ● Yes, make this video available on mobile phones and TV.
- ○ No, this video should not be available on mobile phones and TV.

FIGURE 9.4

You can limit how other users interact with your video from the Sharing Options.


YouTube - Broadcast Yourself. - Windows Internet Explorer
http://www.youtube.com/my_videos_upload
Live Search
File Edit View Favorites Tools Help
YouTube - Broadcast Yourself.
Page Tools
YouTube Broadcast Yourself™
ScottInSD92101 | (0) | Account ▼ | QuickList (0) | Help | Log Out | Site:
Home Videos Channels Community
Videos Search advanced
Upload
Browse...
Upload Video
Internet
100%

Video Upload (Step 2 of 2)

Select a video to upload.

Sam.MPG

Uploading...

PLEASE BE PATIENT—THIS MAY TAKE SEVERAL MINUTES.
ONCE COMPLETED, YOU WILL SEE A CONFIRMATION MESSAGE.

Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself. The Copyright Tips page and the Community Guidelines can help you determine whether your video infringes someone else's copyright.

By clicking "Upload Video," you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have authorization to upload it.

FIGURE 9.5

Choose the video to upload from your computer's hard drive and click Upload.

Viewing and Managing Your Videos

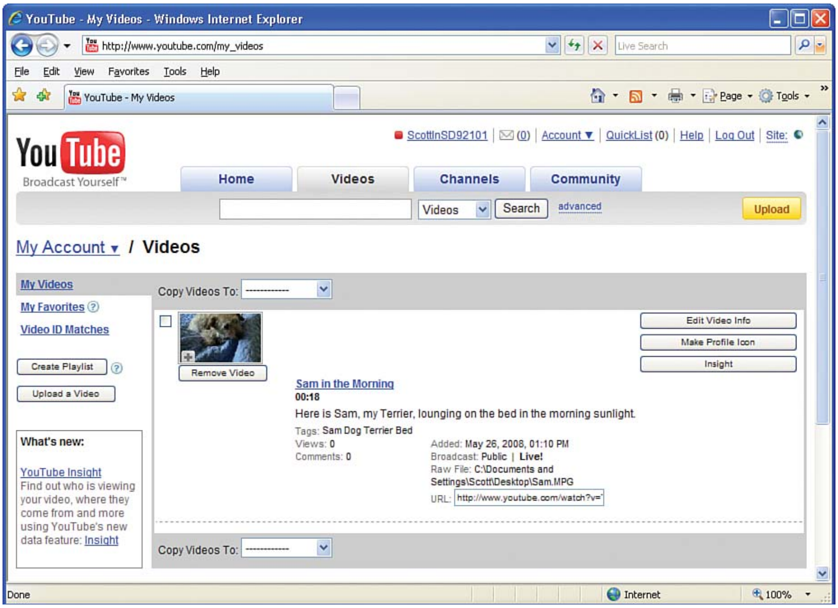
If you uploaded a video and forgot to mark it as private, don't worry—YouTube makes it easy to view and manage your videos' settings. To see the list of videos you've uploaded to YouTube, hover your mouse over the Account link in the upper-right corner and click the My Videos link. This takes you to the My Videos page, which lists the videos you've uploaded.

Figure 9.6 shows the My Videos page after my Sam in the Morning video has been uploaded and processed. To remove the video from YouTube, click the Remove Video button. To edit the video's title, description, category, tags, Broadcast Options, and Sharing Options, click the Edit Video Info button. This takes you to a page similar to step 1 of the Video Upload process (see Figure 9.3).

To view the video, click the video link. This takes you to the two-column video page you saw in Figure 9.1. Your video appears on the left and starts playing immediately. The title, description, category, and tags information is listed in the right column.

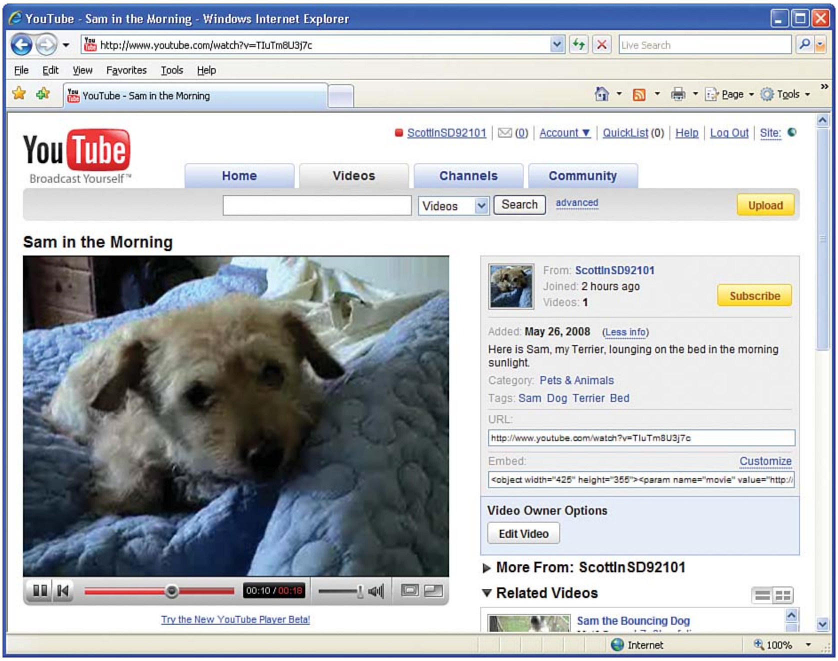
FIGURE 9.6

Manage your videos from the My Videos page.


YouTube - My Videos - Windows Internet Explorer
http://www.youtube.com/my_videos
Live Search
File Edit View Favorites Tools Help
YouTube - My Videos
Page Tools
ScottInSD92101 | (0) | Account ▼ | QuickList (0) | Help | Log Out | Site:
YouTube
Broadcast Yourself™
Home
Videos
Channels
Community
Videos
Search
advanced
Upload
My Account ▾ / Videos
My Videos
My Favorites
Video ID Matches
Create Playlist
Upload a Video
Copy Videos To:
Edit Video Info
Make Profile Icon
Insight
Remove Video
Done
Internet
100%

Sam in the Morning
00:18
Here is Sam, my Terrier, lounging on the bed in the morning sunlight.
Tags: Sam Dog Terrier Bed
Views: 0
Comments: 0
Added: May 26, 2008, 01:10 PM
Broadcast: Public | Live!
Raw File: C:\Documents and Settings\Scott\Desktop\Sam.MPG
URL: http://www.youtube.com/watch?v=

What's new:
YouTube Insight
Find out who is viewing your video, where they come from and more using YouTube's new data feature: Insight



YouTube - Sam in the Morning - Windows Internet Explorer

http://www.youtube.com/watch?v=TIuTm8U3j7c

Sam in the Morning

From: ScottInSD92101
Joined: 2 hours ago
Videos: 1

Added: May 26, 2008 (Less info)

Here is Sam, my Terrier, lounging on the bed in the morning sunlight.

Category: Pets & Animals
Tags: Sam Dog Terrier Bed
URL: http://www.youtube.com/watch?v=TIuTm8U3j7c
Embed: <object width="425" height="355"><param name="movie" value="http:/

File Edit View Favorites Tools Help
Live Search
YouTube - Sam in the Morning
Page Tools
ScottInSD92101 (0) Account QuickList (0) Help Log Out Site:
YouTube Broadcast Yourself™
Home
Videos
Channels
Community
Videos
Search
advanced
Upload
Subscribe
Customize
Video Owner Options
Edit Video
More From: ScottInSD92101
Related Videos
Sam the Bouncing Dog
00:10 / 00:18
Try the New YouTube Player Beta!
Internet
100%

FIGURE 9.7

Anyone in the world can now view my video, Sam in the Morning.

Customizing Your Channel

Every user on YouTube has a personalized ***channel***, which is a web page that lists information about the user, the public videos they've uploaded, their favorite videos, and other information. To view a user's channel, visit **www.YouTube.com/*Username***. For example, my channel is available online at **www.YouTube.com/ScottInSD92101**.

TIP

After you have logged onto YouTube, you can view your channel by clicking your username listed at the top of every page.

Figure 9.8 shows my channel. It lists information about me in the upper-left corner along with my most recent video in the upper-right corner. From my channel, visitors can send me a private message or leave a public comment.

YouTube makes it easy to customize your channel. You can choose a different title, enter a description, specify who can leave comments, and modify your channel's look and feel. To get started, click the Edit Channel button in the upper-left corner. This takes you to the Edit Channel Info page shown in Figure 9.9. The various channel settings are broken down into different categories, which are listed along the left column:

- Channel Info
- Channel Design
- Organize Videos
- Personal Profile
- Location Info
- Channel URL

Let's examine some of the more relevant categories.

Customizing Your Channel Info

All channels have a title and description, which are displayed in the upper-left corner in Figure 9.8. By default, your channel's title is your username; therefore, my channel's title is ScottInSD92101. As Figure 9.9 shows, I've changed my channel's title to "Scott's Home Videos" and included a description.

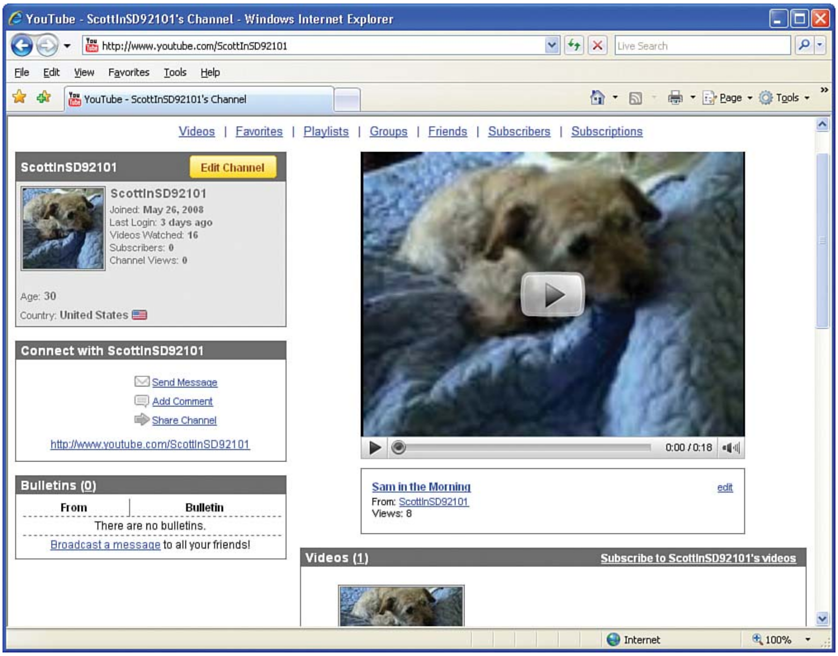
In addition to customizing the title and description, you can indicate whether to allow channel comments. If you set the Channel Comments option to Display Comments on Your Channel (the default), visitors can leave a comment when visiting your channel. You can also specify who can leave comments. Use the Who Can Comment option to specify if all visitors can comment (the default) or if comments are available only to your friends.

You can also specify whether bulletins are displayed on your channel. Channel bulletins are short announcements you can leave on your channel for your visitors to see. For example, if you are in a band and post videos of your performances, you might use the bulletins feature to list breaking news.

http://computershopper.com/howto/

Weekend Project:
Upload Your Videos to YouTube

Shoot Your Video
ShopTalk: Our Editors' Blog
THE QUALITY YOU EXPECT
DELL
TOSHIBA
TRY INTERNET


YouTube - ScottInSD92101's Channel - Windows Internet Explorer
http://www.youtube.com/ScottInSD92101
Live Search
File Edit View Favorites Tools Help
YouTube - ScottInSD92101's Channel
Page Tools
Videos | Favorites | Playlists | Groups | Friends | Subscribers | Subscriptions
ScottInSD92101
Edit Channel
Connect with ScottInSD92101
Send Message
Add Comment
Share Channel
Bulletins (0)
From
Bulletin
Broadcast a message
0:00 / 0:18
edit
Videos (1)
Subscribe to ScottInSD92101's videos
Internet
100%

ScottInSD92101
Joined: May 26, 2008
Last Login: 3 days ago
Videos Watched: 16
Subscribers: 0
Channel Views: 0

Age: 30
Country: United States

http://www.youtube.com/ScottInSD92101

There are no bulletins.
Broadcast a message to all your friends!

Sam in the Morning
From: ScottInSD92101
Views: 8

FIGURE 9.8

Your channel displays information about you and your public videos.

Recall that, when creating your account, you were asked to select an account type, which included options like Standard, Director, Musician, and so forth. You can change your account type from the Channel Info screen by clicking the Change Channel Type link.

NOTE

If you configure your channel to only allow comments from friends, you need to specify which YouTube users are your friends. To manage your friends list, hover your mouse over the My Account link at the top of the page and select Contacts.

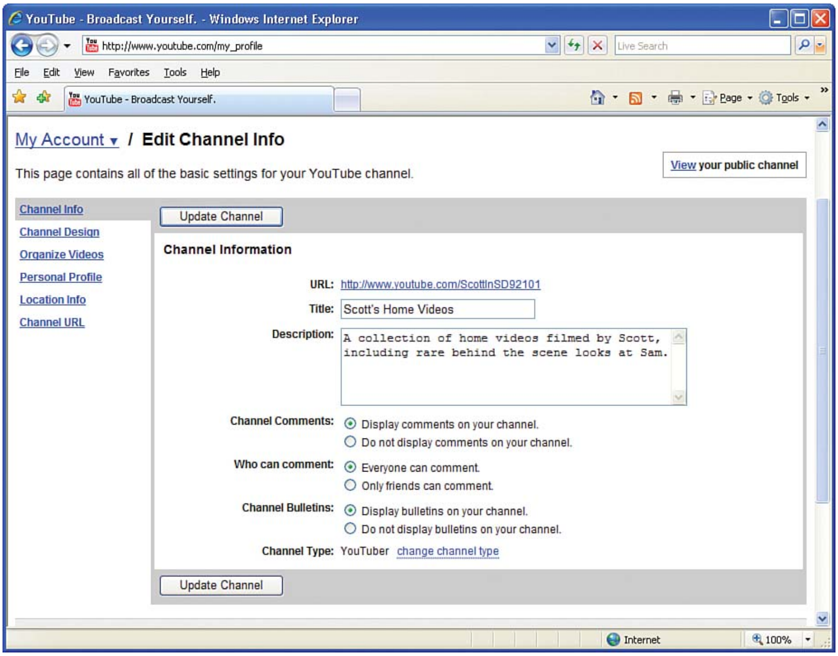
Changing Your Channel's Colors and Layout

On the Internet, function is more important than form. YouTube has grown into the third most visited site on the Internet despite its dull color scheme and boxy layout. The good news is that you can customize your channel's color scheme and decide which features to include on your channel and which ones to hide. To make these customizations, click the Channel Design link from the left column.

At the top of the Channel Design page, you'll find a swath of color themes. Beneath that is a long list of sections that can appear on your channel. As you choose a color theme and pick and choose which sections to display, the Channel Preview provides a glimpse of how your channel would look with the various selections.

FIGURE 9.9

Customize your channel's title, description, and comment and bulletin settings.


YouTube - Broadcast Yourself. - Windows Internet Explorer
http://www.youtube.com/my_profile
Live Search
File Edit View Favorites Tools Help
YouTube - Broadcast Yourself.
Page
Tools
Internet
100%

My Account ▾ / **Edit Channel Info**

View your public channel

This page contains all of the basic settings for your YouTube channel.

Channel Info
Channel Design
Organize Videos
Personal Profile
Location Info
Channel URL
Update Channel

Channel Information

URL: http://www.youtube.com/ScottInSD92101

Title: Scott's Home Videos

Description: A collection of home videos filmed by Scott, including rare behind the scene looks at Sam.

Channel Comments:
● Display comments on your channel.
○ Do not display comments on your channel.

Who can comment:
● Everyone can comment.
○ Only friends can comment.

Channel Bulletins:
● Display bulletins on your channel.
○ Do not display bulletins on your channel.

Channel Type: YouTuber change channel type

Update Channel

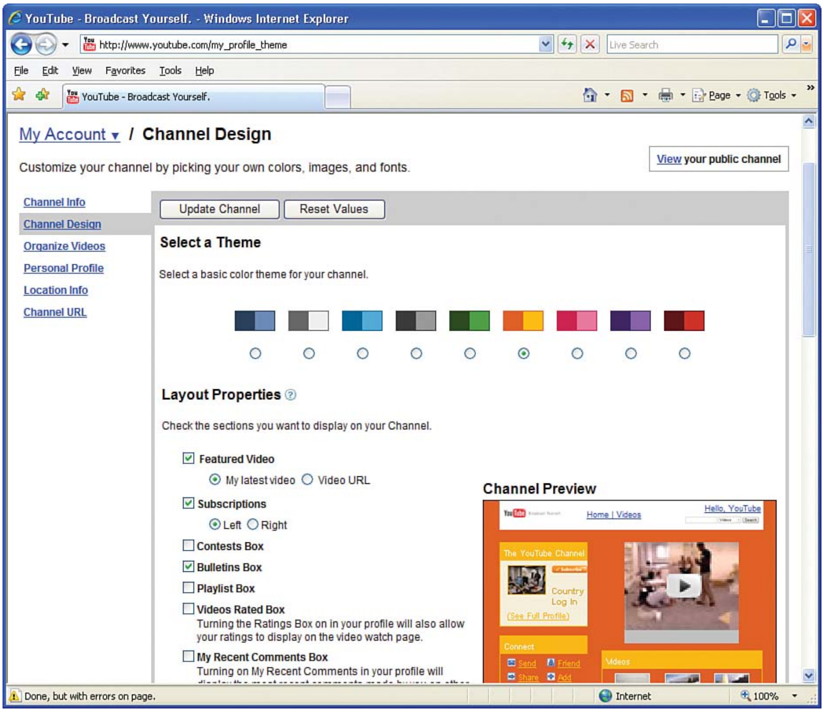
TIP

If none of the color themes listed at the top of the Channel Design page catch your eye, you can specify the precise colors used for your channel's background, links, labels, and content boxes. These settings are available under the Advanced Design Customization section farther down the page.

Figure 9.10 shows the Channel Design screen after I have chosen an orange color theme and removed the Contents Box, Playlist Box, and Videos Rated Box sections, among others.

Organizing Your Videos

Your channel displays video players for up to nine of your videos, enabling visitors to view these videos directly from your channel. By default, YouTube displays the nine most recently uploaded videos to your channel, but you can manually pick the videos to display on your channel. To do so, click the Organize Videos link from the left column and select the videos to display on your channel.


YouTube - Broadcast Yourself. - Windows Internet Explorer
http://www.youtube.com/my_profile_theme
Live Search
File
Edit
View
Favorites
Tools
Help
YouTube - Broadcast Yourself.
Page
Tools
My Account
View your public channel
Channel Info
Channel Design
Organize Videos
Personal Profile
Location Info
Channel URL
Update Channel
Reset Values
Channel Preview
Home | Videos
Hello, YouTube
The YouTube Channel
Country
Log In
(See Full Profile)
Connect
Send
Friend
Share
Add
Videos
Done, but with errors on page.
Internet
100%

My Account / Channel Design

Customize your channel by picking your own colors, images, and fonts.

Select a Theme

Select a basic color theme for your channel.

○ ○ ○ ○ ○ ● ○ ○ ○

Layout Properties

Check the sections you want to display on your Channel.

☑ Featured Video
● My latest video ○ Video URL
☑ Subscriptions
● Left ○ Right
☐ Contests Box
☑ Bulletins Box
☐ Playlist Box
☐ Videos Rated Box
Turning the Ratings Box on in your profile will also allow your ratings to display on the video watch page.
☐ My Recent Comments Box
Turning on My Recent Comments in your profile will

FIGURE 9.10

It's easy to customize the look and feel of your channel.

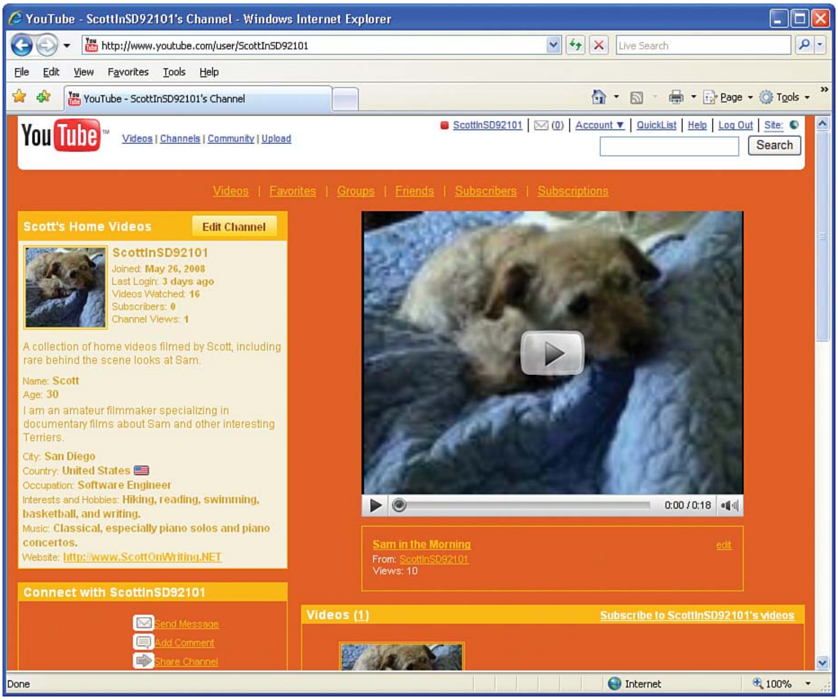
Sharing Personal and Location Information

Unless you specify otherwise, your channel displays your YouTube username, age, and location. If you'd like to share more (or less) information with your channel viewers, check out the Personal Profile and Location Info links.

From the Personal Profile section, you can share your first and last name, gender, age, relationship status, occupation, interests and hobbies, favorite music, and other personal factoids.

To share your hometown and current city, postal code, and country, go to the Location Info category.

Note the differences between Figure 9.11—which shows my channel after customizing the title, description, color theme, layout, and personal and location information—and Figure 9.8—which shows my initial channel appearance. My channel now sports a new design and includes more personal information in the upper-left content box.


YouTube - ScottInSD92101's Channel - Windows Internet Explorer
http://www.youtube.com/user/ScottInSD92101
Live Search
File Edit View Favorites Tools Help
YouTube - ScottInSD92101's Channel
Page
Tools
Videos | Channels | Community | Upload
ScottInSD92101 | (0) | Account | QuickList | Help | Log Out | Site:
Search
Videos | Favorites | Groups | Friends | Subscribers | Subscriptions
Edit Channel
0:00 / 0:18
edit
Done
Internet
100%

Scott's Home Videos

ScottInSD92101
Joined: May 26, 2008
Last Login: 3 days ago
Videos Watched: 16
Subscribers: 0
Channel Views: 1

A collection of home videos filmed by Scott, including rare behind the scene looks at Sam.

Name: Scott
Age: 30

I am an amateur filmmaker specializing in documentary films about Sam and other interesting Terriers.

City: San Diego
Country: United States
Occupation: Software Engineer
Interests and Hobbies: Hiking, reading, swimming, basketball, and writing.
Music: Classical, especially piano solos and piano concertos.
Website: http://www.ScottOnWriting.NET

Connect with ScottInSD92101
Send Message
Add Comment
Share Channel

Sam in the Morning
From: ScottInSD92101
Views: 10

Videos (1)
Subscribe to ScottInSD92101's videos

FIGURE 9.11

My channel has a customized title, description, color theme, and layout.

Embedding YouTube Videos into Your Website

Displaying a video on a website used to be a challenging endeavor. Because of a video file's large size and the lack of video standards in the HTML specification, hosting a video from a website involved a number of complex and detailed steps best left to the pros. As we saw in the "Uploading Your Videos" section earlier in this chapter, YouTube has greatly simplified the process of uploading videos. In short, YouTube handles the complexities involved with hosting and displaying videos.

One of YouTube's most ingenious features is the capability to embed its video player into external websites. With this embedding feature, you can add YouTube's video player to one of your web pages, allowing your visitors to watch videos hosted by YouTube directly from your website. In other words, you can upload a video of your son's first birthday party to YouTube and then display that video directly from the blog you created in Chapter 6, "Creating a Blog with Blogger."

> *"One of YouTube's most ingenious features is the capability to embed its video player into external websites. With this embedding feature, you can add YouTube's video player to one of your web pages, allowing your visitors to watch videos hosted by YouTube directly from your website."*

To embed a YouTube video into an external website, you need to copy a snippet of HTML from YouTube's website and paste it into a web page on your site. The HTML to copy and paste is accessible from any video on YouTube that has been configured to be embedded in external sites.

Figure 9.7 shows a screenshot of my Sam in the Morning video. The right column contains two text boxes, one labeled URL and the other labeled Embed. The URL text box lists the URL to this video page. That information is useful if you want to add a hyperlink from your website to the video page. The Embed text box contains the HTML needed to display the video player directly within an external website.

Embedding a Video in a Blog

To embed a YouTube video into a blog post, open two browser windows. In the first, visit the YouTube video you want to display in your blog entry. In the second, visit Blogger.com, log into your blog, and create a new post.

Blogger includes both a WYSIWYG and a raw HTML interface for editing a blog post's HTML. You can toggle between these two interfaces by selecting the Edit Html and Compose tabs in the upper-right corner. Click the Edit Html tab in the upper-right corner to display the blog post's

IDEA GALLERY

http://www.constantcontact.com

Constant Contact
TAKE A TOUR
FREE 60-DAY TRIAL
2008 Winner
BEST CUSTOMER SERVICE TEAM
Speak Up!
Listen Up!

Shh! We've got the secret to easy, successful Email Marketing and Online Surveys

It's award-winning customer service!

Date: Friday, June 18, 2004 9:45 AM

Subject: Special Deals from The Villa ~Inn/Restaurant/Spa

File Edit View Tools Message Help
The Villa
inn • restaurant • spa

The Villa ~Inn/Restaurant/Spa

Dear Kim,

Celebrate Father's Day at the Villa! We still have tickets available for this evening's Cabaret performance ~ "La Vie en Rosana" starting at 6pm ($18 per person). Take Dad to the Spa today, Saturday or Sunday and receive 10% off the spa service of your choice.

La Vie en Rosana Cabaret

Spa Special ~10% off!!

NEWSLETTERS 101

Depending on the type of website you develop, you might want to send email newsletters to people who register on your site. There are all kinds of things to consider when you're going to build a list and email people.

1) **How many email blasts can I send from my Internet provider? Is there a limit?**
2) **How do I prevent my messages from being filtered as spam?**
3) **How do I know if people are even opening my messages?**
4) **Should I create plain-text messages or HTML messages?**
5) **What is the most effective way to communicate with people via email?**

underlying HTML content (see Figure 9.12). Return to the first browser window and copy the HTML from the video's Embed text box. Paste this HTML into the second browser window, adding it to the content of your blog post.

TIP

I typically write my blog posts using the WYSIWYG interface, as it makes it easy to apply formatting, add images, and create hyperlinks. To add the embedded video player, however, you need to use the raw HTML editing interface. I suggest that you start by writing your blog post using the WYSIWYG interface and then switch over to the raw HTML interface when you finish and are ready to add the video.

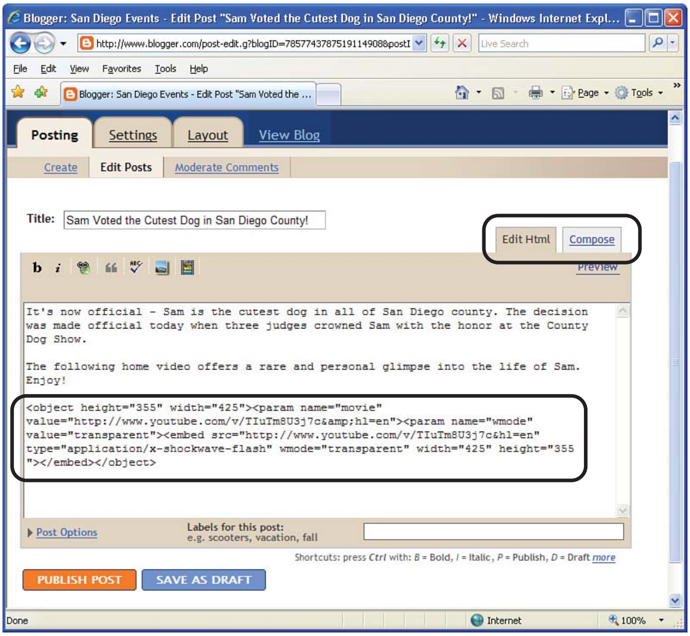
Figure 9.12 shows a screenshot of Blogger after the YouTube HTML has been pasted into my blog post. Make sure you select the Edit Html tab before you paste the HTML from YouTube into your blog post. If you have the Compose tab selected when you paste the HTML into your blog post, your post will display the HTML rather than the embedded video.

After you paste in the HTML, click the Compose tab to return to the WYSIWYG view. As Figure 9.13 shows, the video appears as an outlined square with a red X in the upper-left corner. Unfortunately, Blogger's WYSIWYG interface does not display the embedded video player. However, after you publish your post, the video is displayed to people visiting your blog.

Figure 9.14 is a screenshot of my blog after this latest entry has been published. As you can see, the Sam in the Morning video is playing directly from my blog!

FIGURE 9.12

Paste the HTML into the blog's raw HTML interface.


Blogger: San Diego Events - Edit Post "Sam Voted the Cutest Dog in San Diego County!" - Windows Internet Expl...
http://www.blogger.com/post-edit.g?blogID=7857743787519114908&postI
Live Search
File Edit View Favorites Tools Help
Blogger: San Diego Events - Edit Post "Sam Voted the ...
Page Tools
Posting Settings Layout View Blog
Create Edit Posts Moderate Comments
Edit Html Compose
Preview
Post Options
Labels for this post:
e.g. scooters, vacation, fall
PUBLISH POST
SAVE AS DRAFT
Done
Internet
100%

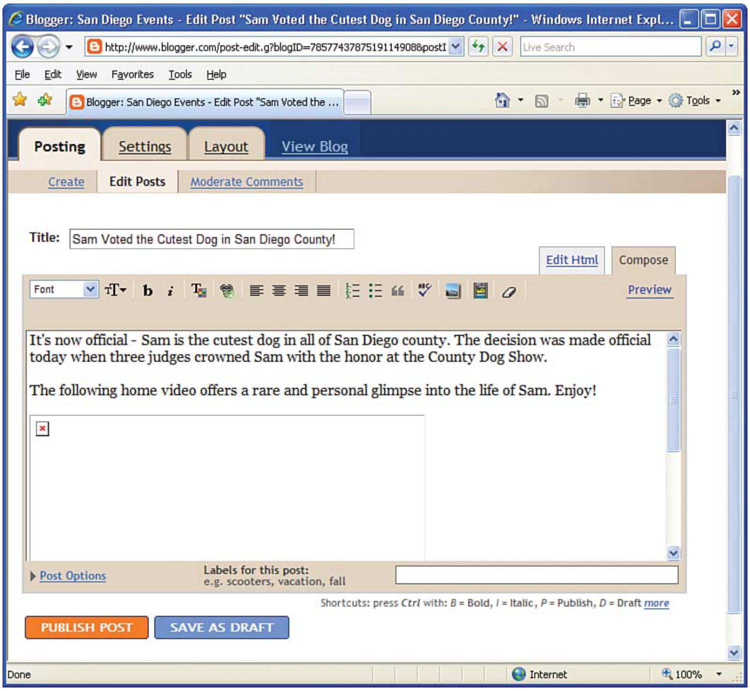
Title: Sam Voted the Cutest Dog in San Diego County!

It's now official - Sam is the cutest dog in all of San Diego county. The decision was made official today when three judges crowned Sam with the honor at the County Dog Show.

The following home video offers a rare and personal glimpse into the life of Sam. Enjoy!

```
<object height="355" width="425"><param name="movie"
value="http://www.youtube.com/v/TIuTm8U3j7c&amp;hl=en"><param name="wmode"
value="transparent"><embed src="http://www.youtube.com/v/TIuTm8U3j7c&hl=en"
type="application/x-shockwave-flash" wmode="transparent" width="425" height="355
"></embed></object>
```

Shortcuts: press *Ctrl* with: *B* = Bold, *I* = Italic, *P* = Publish, *D* = Draft *more*


Blogger: San Diego Events - Edit Post "Sam Voted the Cutest Dog in San Diego County!" - Windows Internet Expl...
http://www.blogger.com/post-edit.g?blogID=7857743787519114908&postI
Live Search
File
Edit
View
Favorites
Tools
Help
Blogger: San Diego Events - Edit Post "Sam Voted the ...
Page
Tools
Posting
Settings
Layout
View Blog
Create
Edit Posts
Moderate Comments
Edit Html
Compose
Font
Preview
Post Options
PUBLISH POST
SAVE AS DRAFT
Done
Internet
100%

Title: Sam Voted the Cutest Dog in San Diego County!

It's now official - Sam is the cutest dog in all of San Diego county. The decision was made official today when three judges crowned Sam with the honor at the County Dog Show.

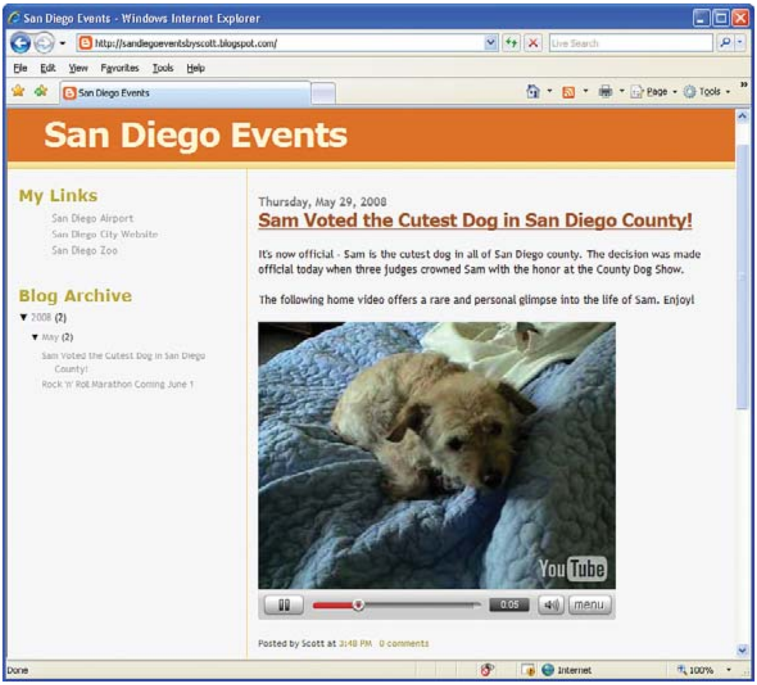
The following home video offers a rare and personal glimpse into the life of Sam. Enjoy!

Labels for this post:
e.g. scooters, vacation, fall

Shortcuts: press *Ctrl* with: *B* = Bold, *I* = Italic, *P* = Publish, *D* = Draft *more*

FIGURE 9.13

The WYSIWYG interface displays the video player as a box with a red X in the upper left corner.


San Diego Events - Windows Internet Explorer
http://sandiegoeventsbyscott.blogspot.com/
Live Search
File
Edit
View
Favorites
Tools
Help
San Diego Events
Page
Tools
You Tube
0:05
menu
Done
Internet
100%

San Diego Events

My Links

San Diego Airport
San Diego City Website
San Diego Zoo

Blog Archive

▼ 2008 (2)
▼ May (2)
Sam Voted the Cutest Dog in San Diego County!
Rock 'n' Roll Marathon Coming June 1

Thursday, May 29, 2008

Sam Voted the Cutest Dog in San Diego County!

It's now official - Sam is the cutest dog in all of San Diego county. The decision was made official today when three judges crowned Sam with the honor at the County Dog Show.

The following home video offers a rare and personal glimpse into the life of Sam. Enjoy!

Posted by Scott at 3:48 PM 0 comments

FIGURE 9.14

Visitors can watch the Sam in the Morning video directly from my blog!

Summary

Hosting videos online used to be a specialized process too complex for novice computer users. Websites like YouTube have made uploading, viewing, and managing videos so easy that today anyone with a video camera can share his videos with the world. To upload your videos to YouTube, you must first create an account. After that, use the two-step Video Upload process. The first step prompts you for your video's title, description, category, tags, and other options; the second step has you select the video file to upload from your computer's hard drive. After the video has been uploaded and processed by YouTube, it can be viewed online at the click of the mouse.

YouTube includes a number of features that facilitate a sense of community. Viewers can rate your videos and leave comments. All YouTube users have their own channel from which they can post bulletins, share information about themselves, and list their favorite videos. And with a few clicks of the mouse, you can customize your channel's colors and layout.

Perhaps the most impressive feature offered by YouTube is the capability to display videos on YouTube from an external website. Each YouTube video includes a snippet of HTML that can be pasted into a web page to display the video. In this chapter you learned how to use this feature to embed a video in a blog posting.

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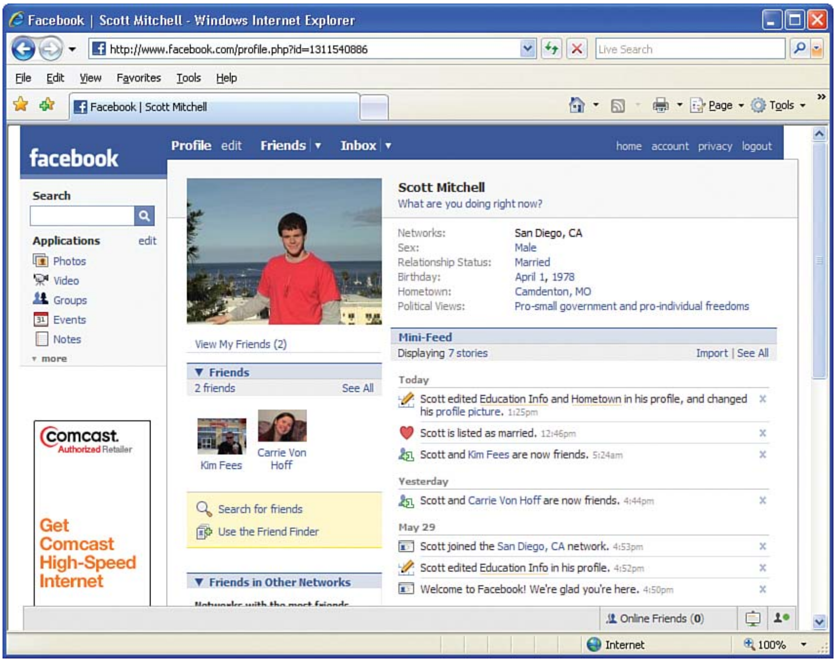
CHAPTER 10

Staying Connected with Facebook


Facebook | Scott Mitchell - Windows Internet Explorer
http://www.facebook.com/profile.php?id=1311540886
Live Search
File Edit View Favorites Tools Help
Facebook | Scott Mitchell
Page
Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Comcast. Authorized Retailer
Get Comcast High-Speed Internet
View My Friends (2)
Friends
2 friends See All
Kim Fees
Carrie Von Hoff
Search for friends
Use the Friend Finder
Friends in Other Networks
Online Friends (0)
Internet
100%

Scott Mitchell
What are you doing right now?

Networks: San Diego, CA
Sex: Male
Relationship Status: Married
Birthday: April 1, 1978
Hometown: Camdenton, MO
Political Views: Pro-small government and pro-individual freedoms

Mini-Feed
Displaying 7 stories
Import | See All

Today
Scott edited Education Info and Hometown in his profile, and changed his profile picture. 1:25pm
Scott is listed as married. 12:46pm
Scott and Kim Fees are now friends. 5:24am

Yesterday
Scott and Carrie Von Hoff are now friends. 4:44pm

May 29
Scott joined the San Diego, CA network. 4:53pm
Scott edited Education Info in his profile. 4:52pm
Welcome to Facebook! We're glad you're here. 4:50pm

Facebook is a social networking website that attracts more than 70 million visitors per month. Like MySpace (see Chapter 8, "Hanging Out and Making Friends at MySpace"), Facebook is a place where you can create a profile, post news and pictures about yourself, and stay in touch with friends both near and far. Although MySpace and Facebook share a lot in common, they differ in some key areas. As you'll recall, your profile on MySpace can be seen by everyone, and new friends are usually added to your social network by meeting the friends of your friends (and their friends). Facebook profiles, on the other hand, are accessible only to your friends and to the people in your networks. Building your social network in Facebook is more about finding people who went to your high school or college or who work at the same company or live in the same city as you.

Facebook was created in 2004 by Mark Zuckerberg, a student at Harvard University, as an online community for Harvard students. At the time, only Harvard students could create an account and log on to the site. Before long, more than half of the Harvard student body had profiles on Facebook. Zuckerberg expanded Facebook's reach to other Ivy League schools and, later, to high schools and large corporations. Only people who could prove they belonged to these select colleges, high schools, or corporations were allowed to join.

Today, anyone at least 13 years old who has a valid email address can join Facebook, but Facebook's policies, tools, and user interface still encourage its use as a communication tool for members in a shared group, such as alumni from a particular college or residents of a particular town. Because of its large user base and its focus on bringing together members of large groups, Facebook is an ideal place to reconnect with past classmates or to get to know your coworkers or residents in your city or town.

> *"Because of its large user base and its focus on bringing together members of large groups, Facebook is an ideal place to reconnect with past classmates."*

Building a Social Network on Facebook

The three main ingredients that make up your social network on Facebook follow:

- Your profile
- Your friends
- Your networks

Your profile is the conglomeration of personal information that you provide to Facebook. It can include your gender, birth date, political and religious views, contact information, relationship status, and a picture. You can include information about your hobbies, interests, and favorite movies, books, and music. You can share information about your current employer and where you went to high school and college.

Like MySpace, Facebook allows you to denote other users as friends. The next section of this book, "Finding Friends on Facebook," walks through the process of locating and adding friends from Facebook's vast user database.

NOTE

When you add a friend to your social network, the person is sent an email informing him that you want to become his friend. Similarly, you may receive an email from another Facebook user who wants to add you to her list of friends. The friend status is not in effect until both people agree to be friends.

Facebook helps facilitate communications among members of a shared group through networks. A network is a collection of users who share something in common. For example, there are networks whose members all attended a particular university as well as networks for people who work at a particular company. There are networks for specific towns and cities, too. You can join multiple Facebook networks and search for users within a particular network.

Who your friends are and what networks you belong to are important because Facebook limits who can see your profile. By default, only friends and people in your networks can view your profile page. Your profile page also restricts the more personal information—your gender, birth date, hometown, education, and work history—to friends only. Because of these restrictions, Facebook provides a more private environment than most other social networking sites. If you want to build a social network, it is your responsibility to find friends and join the appropriate networks.

NOTE

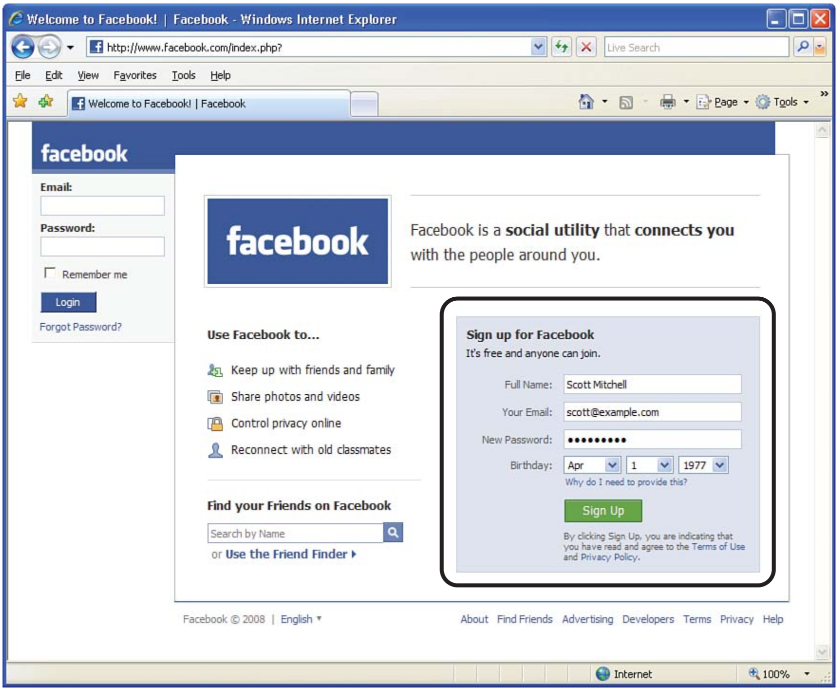
Facebook makes it easy to configure who can see your profile page and what profile information is presented. The "Configuring Your Privacy Settings" section in this chapter examines these options in more detail.

Finding Friends on Facebook

Finding friends through Facebook is as simple as answering a few questions about where you went to high school, where you went to college, and where you work. To get started, go to the Facebook home page at www.facebook.com and sign up for a new account by entering your name, email address, password, and birth date in the text boxes shown in Figure 10.1.

After providing this initial information, Facebook sends an email to the address you specified, which includes instructions and a link to visit to complete the registration process. This link takes you to a page that begins a three-step process for adding friends to your Facebook account.

> *"Finding friends through Facebook is as simple as answering a few questions about where you went to high school, where you went to college, and where you work."*


Welcome to Facebook! | Facebook - Windows Internet Explorer
http://www.facebook.com/index.php?
Live Search
File Edit View Favorites Tools Help
Welcome to Facebook! | Facebook
Page Tools
facebook
Email:
Password:
☐ Remember me
Login
Forgot Password?
facebook
Search by Name
or Use the Friend Finder
Sign Up
Facebook © 2008 | English
About Find Friends Advertising Developers Terms Privacy Help
Internet
100%

Facebook is a **social utility** that **connects you** with the people around you.

Use Facebook to...

- Keep up with friends and family
- Share photos and videos
- Control privacy online
- Reconnect with old classmates

Find your Friends on Facebook

Sign up for Facebook

It's free and anyone can join.

Full Name: Scott Mitchell
Your Email: scott@example.com
New Password: •••••••••
Birthday: Apr 1 1977
Why do I need to provide this?

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.

FIGURE 10.1

Sign up for a new Facebook account by supplying your name, email address, password, and birth date.

The first two steps streamline the process of adding friends to your new Facebook account. Step 1 helps you add friends from your email address book (see Figure 10.2). Enter your email address and password, and Facebook will connect to the email service and retrieve the contacts in your address book. After retrieving this information, Facebook lists those contacts who have an account on Facebook. Simply click on the picture of the contacts you want to add as friends on Facebook. (If you do not want to add any email contacts as friends, click the Skip link to proceed to step 2.)

The second step makes it easy to reconnect and stay in touch with friends from high school and college. To look up other Facebook users who graduated from the same high school or

TIP

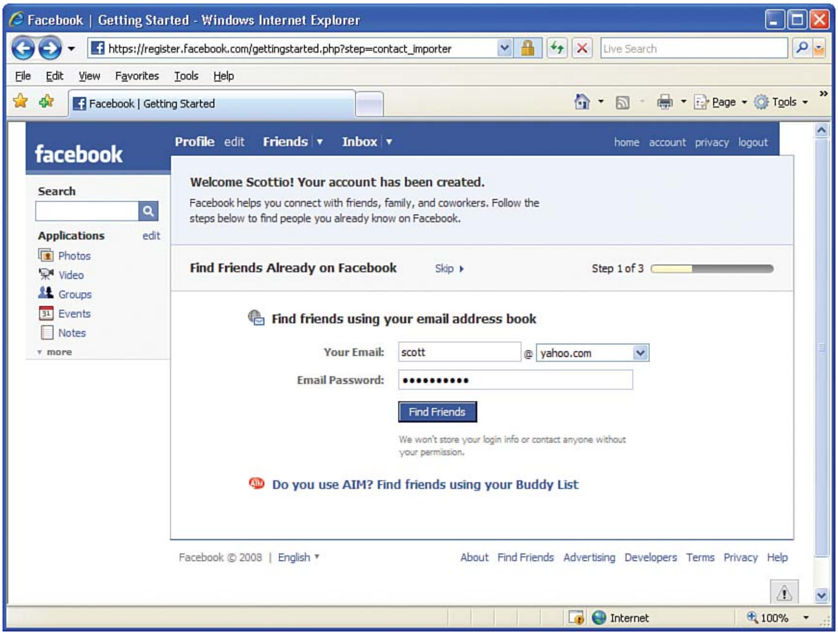
If you use AOL Instant Messenger (AIM), you can add the people in your Buddy List as friends on Facebook. Click the Do You Use AIM? link, enter your AIM screen name and password, and follow the onscreen instructions.

college that you attended, enter the name of your high school and college along with your graduation year (see Figure 10.3). You can also enter the name of the company you work for to add coworkers to your social network.

After supplying this information, Facebook lists other users who attended the same schools or who work for the same company. Click the picture or name of those contacts you want to add as friends. Figure 10.4 shows those Facebook users who attended the same high school or college that I did. I've added Michael Blair and Kim Fees as friends.

FIGURE 10.2

Add friends by importing your email address book.


Facebook | Getting Started - Windows Internet Explorer
https://register.facebook.com/gettingstarted.php?step=contact_importer
Live Search
File Edit View Favorites Tools Help
Facebook | Getting Started
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Skip
Find Friends
Internet
100%

Welcome Scottio! Your account has been created.

Facebook helps you connect with friends, family, and coworkers. Follow the steps below to find people you already know on Facebook.

Find Friends Already on Facebook

Step 1 of 3

Find friends using your email address book

Your Email: scott @ yahoo.com

Email Password: ••••••••••

We won't store your login info or contact anyone without your permission.

Do you use AIM? Find friends using your Buddy List

Facebook © 2008 | English

About Find Friends Advertising Developers Terms Privacy Help

WHICH SOCIAL NETWORKING SITE SHOULD I USE—FACEBOOK OR MYSPACE?

Facebook and MySpace are two popular social networking sites that share a lot in common. Both sites let their users create profiles, upload pictures, and expand their social network. The two sites primarily differ in the way their users grow their social networks.

MySpace is set up so that anyone can view your profile. Social networks are most frequently grown by meeting your friends' friends. Also, MySpace attracts a younger crowd and is popular among high school students and young adults in their 20s.

Unlike MySpace, Facebook profiles are accessible only to people who are already part of your social network. To help grow your social network, Facebook includes tools for finding others who went to the same high school or college that you did or who work at the same company or live in the same city as you do. Facebook's audience is older than that of MySpace.

Which social networking site you use is totally up to you. There's no wrong or right answer. In fact, many people maintain a profile on both sites. I encourage you to try out both MySpace and Facebook and decide which one better meets your needs.

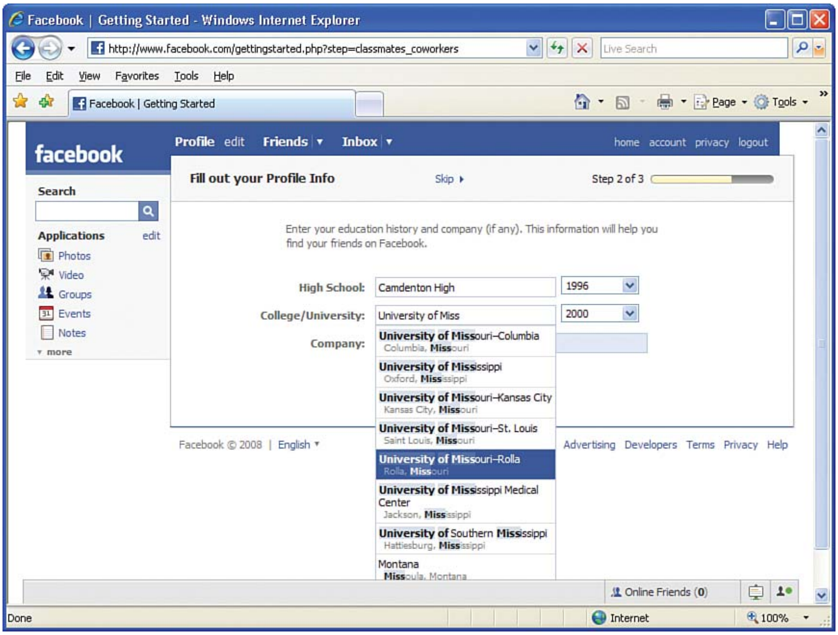
Steps 1 and 2 focused on adding new friends; step 3 lets you join your first ***network***. Recall that profiles in Facebook are private by default. However, your profile is visible to your friends and other users in your networks. Step 3 invites you to join a network specific to your city. If you'd like to allow others who live in your city to view your profile, type your city name in the text box and then choose the corresponding network to join. As Figure 10.5 shows, I am joining the San Diego, CA network.

NOTE

If you are not ready to join a network, click the Skip link at the top center of the page to bypass this step. Likewise, you can use the Skip button in steps 1 and 2 to forego entering your email address or high school, college, or company information.

FIGURE 10.3

Add friends who attended the same high school or college or who work for the same company.


Facebook | Getting Started - Windows Internet Explorer
http://www.facebook.com/gettingstarted.php?step=classmates_coworkers
Live Search
File Edit View Favorites Tools Help
Facebook | Getting Started
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Skip
Facebook © 2008 | English
Advertising Developers Terms Privacy Help
Online Friends (0)
Done
Internet
100%

Fill out your Profile Info

Step 2 of 3

Enter your education history and company (if any). This information will help you find your friends on Facebook.

High School: Camdenton High 1996

College/University: University of Miss 2000

Company:

University of Missouri–Columbia
Columbia, Missouri

University of Mississippi
Oxford, Mississippi

University of Missouri–Kansas City
Kansas City, Missouri

University of Missouri–St. Louis
Saint Louis, Missouri

University of Missouri–Rolla
Rolla, Missouri

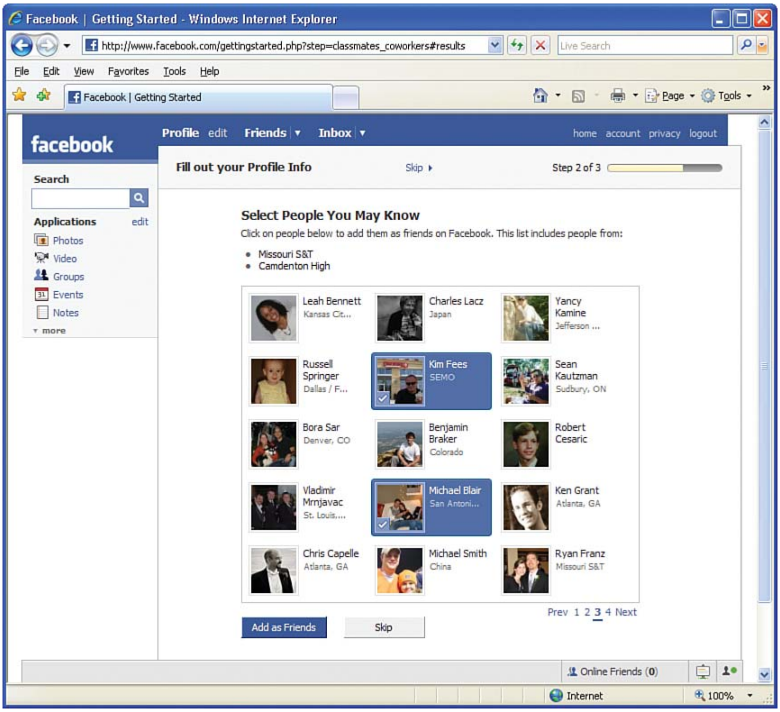
University of Mississippi Medical Center
Jackson, Mississippi

University of Southern Mississippi
Hattiesburg, Mississippi

Montana
Missoula, Montana

FIGURE 10.4

Click a person's picture or name to add him or her as a friend.


Facebook | Getting Started - Windows Internet Explorer
http://www.facebook.com/gettingstarted.php?step=classmates_coworkers#results
Live Search
File Edit View Favorites Tools Help
Facebook | Getting Started
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Skip
Prev 1 2 3 4 Next
Add as Friends
Skip
Online Friends (0)
Internet
100%

Fill out your Profile Info

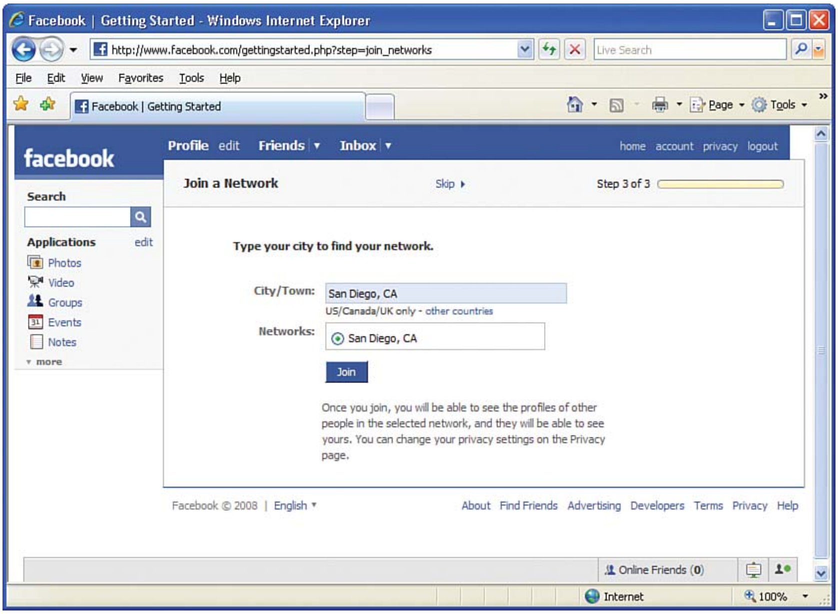
Step 2 of 3

Select People You May Know

Click on people below to add them as friends on Facebook. This list includes people from:

- Missouri S&T
- Camdenton High

Leah Bennett Kansas Cit...	Charles Lacz Japan	Yancy Kamine Jefferson ...
Russell Springer Dallas / F...	✓ Kim Fees SEMO	Sean Kautzman Sudbury, ON
Bora Sar Denver, CO	Benjamin Braker Colorado	Robert Cesaric
Vladimir Mrnjavac St. Louis,...	✓ Michael Blair San Antoni...	Ken Grant Atlanta, GA
Chris Capelle Atlanta, GA	Michael Smith China	Ryan Franz Missouri S&T


Facebook | Getting Started - Windows Internet Explorer
http://www.facebook.com/gettingstarted.php?step=join_networks
Live Search
File Edit View Favorites Tools Help
Facebook | Getting Started
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Skip
Facebook © 2008 | English
About Find Friends Advertising Developers Terms Privacy Help
Online Friends (0)
Internet
100%

Join a Network

Step 3 of 3

Type your city to find your network.

City/Town: San Diego, CA

US/Canada/UK only - other countries

Networks: ● San Diego, CA

Join

Once you join, you will be able to see the profiles of other people in the selected network, and they will be able to see yours. You can change your privacy settings on the Privacy page.

FIGURE 10.5

Enter your city name to join a local network.

After completing these three introductory steps, you are taken to your Facebook home page.

An Overview of Your Facebook Home Page

Whenever you log in to Facebook, you are first taken to your home page. You can reach your home page from anywhere within Facebook by clicking the Home link in the upper left corner. Your home page serves as a starting point for exploring Facebook, editing your profile, and keeping up with the latest news from your friends.

The home page prominently displays the following three links in the middle column:

- Find Friends
- View Your Existing Friends' Profiles
- View and Edit Your Profile

Beneath these links you'll find a News Feed, which shows the latest changes and updates to your friends' profiles. Click the Preferences link to specify how often various types of stories are displayed in the feed.

The home page's left column includes a Search box. Type in the name of a friend and click the Search button to reach his profile page. Beneath the Search box are links to several Facebook tools. As Figure 10.6 shows, Facebook enables its users to upload photos and videos, manage events, write notes, and more. The

"Using Facebook's Applications" section of this delves into these tools in more detail.

At the top of the right column there's a Notifications section that lists how many unread notifications you have received. You receive a ***notification*** whenever a friend sends you a message, adds you as a friend, or agrees to be your friend. You can configure what actions result in notifications from your account page. Notifications are discussed in more detail in the "Receiving Notifications" section of this chapter.

The right column also includes Status Updates and People You May Know. In the Status Updates section, you can enter a short message explaining what you are doing right now, such as "Listening to a CD and reading the paper" or "Getting ready for my two o'clock meeting." The People You May Know section lists other Facebook users who are not currently in your social network but who may be people you know. They may be other Facebook users who attended the same high school or college, or they may be friends of friends. You can click the Add as Friend link to add one of these users as a friend.

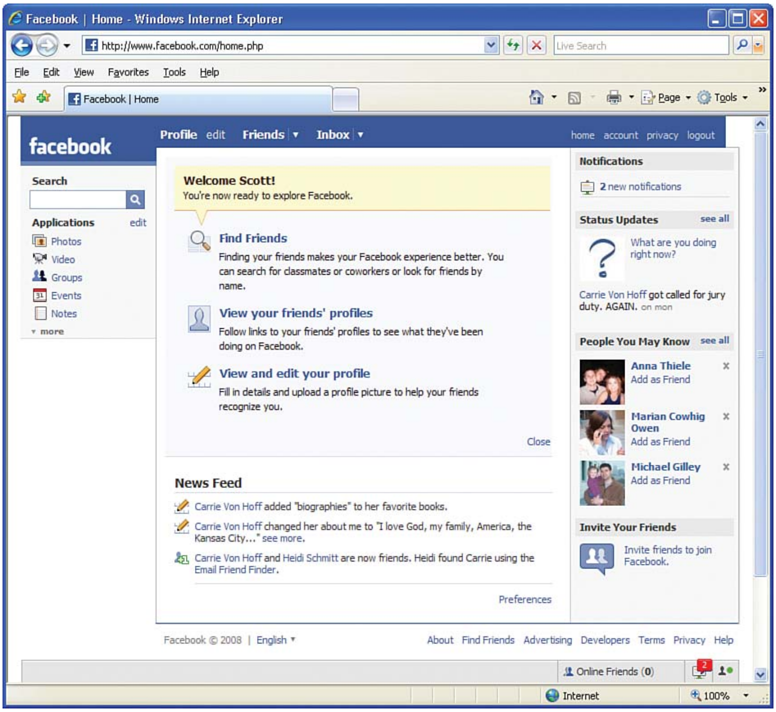


FIGURE 10.6

Your home page includes links to the most used features on Facebook.

Facebook | Home - Windows Internet Explorer
http://www.facebook.com/home.php
Live Search
File Edit View Favorites Tools Help
Facebook | Home
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Notifications
2 new notifications
Status Updates see all
People You May Know see all
Invite Your Friends
Close
Preferences
Facebook © 2008 | English
About Find Friends Advertising Developers Terms Privacy Help
Online Friends (0)
Internet
100%

Welcome Scott!
You're now ready to explore Facebook.

Find Friends
Finding your friends makes your Facebook experience better. You can search for classmates or coworkers or look for friends by name.

View your friends' profiles
Follow links to your friends' profiles to see what they've been doing on Facebook.

View and edit your profile
Fill in details and upload a profile picture to help your friends recognize you.

News Feed

Carrie Von Hoff added "biographies" to her favorite books.

Carrie Von Hoff changed her about me to "I love God, my family, America, the Kansas City..." see more.

Carrie Von Hoff and Heidi Schmitt are now friends. Heidi found Carrie using the Email Friend Finder.

What are you doing right now?

Carrie Von Hoff got called for jury duty. AGAIN. on mon

Anna Thiele
Add as Friend

Marian Cowhig Owen
Add as Friend

Michael Gilley
Add as Friend

Invite friends to join Facebook.

IDEA GALLERY

http://adactio.com/articles/1109/

adactio
Journal
Portfolio
Articles
About
Contact
Current Status
Customise
Choose a theme...
default
Search
Search articles:
your search
Go!

CSS Based Design

Let me tell you why you're here. You're here because you know something. What you know you can't explain but you feel it, that there's something wrong with the web. You don't know what it is but it's there like a splinter in your mind driving you mad.

You can see it when you look out your browser window or when you turn on your web tv. You can feel it when you go to work, when you go to church, when you pay your taxes.

This is the web that you know. The web as it was at the end of the twentieth century.

This is the web as it exists today...

Welcome To The Desert Of The Web

I'm working on a few different projects with Brighton based companies.

This is the plain vanilla look.

A FEW WORDS ABOUT CSS—CASCADING STYLE SHEETS

If you're going to be a professional web developer, you'll eventually want to move away from tables and start implementing CSS. Adactio was the best place we found to help you make this leap. Many resources are on the Web to help you. Mezzoblue is great, too (www.mezzoblue.com/css/cribsheet). We chose Adactio, though, because this site's designer took the time to create a great introduction into the discipline of CSS. He takes you through the Web that you already know and into the future of web design with style sheets. He explains why it's a good thing to separate your content from your layout and structure. In the end, you'll find that CSS may take some planning and a little more setup time, but the results are worth the effort. In a nutshell, here's what he says:

"Just imagine all the benefits that come with separating your presentation from your content.

"Your pages will be smaller, much smaller. Without the bloat that comes with nested tables, spacer images and font tags, your markup will be leaner and meaner. That will appeal to search engines.

Viewing and Editing Your Profile

Your Facebook profile contains the information about you that your friends and people in your networks can see. It includes your name, your friends, your education and work history, your contact information, your picture, and other nuggets of information about you. To view your profile, click on the Profile link at the top of every Facebook page or, from your home page, click the View and Edit Your Profile link. To edit your profile, click the Edit link next to the Profile link at the top of each Facebook page.

You will notice that the information conveyed in the Edit My Profile screen is divided into seven categories:

- Basic
- Contact
- Relationships
- Personal
- Education
- Work
- Picture

When you edit your profile, you are initially taken to the Basic category, as shown in Figure 10.7. Here you can specify your gender, birthday, hometown, and political and religious views.

NOTE

All profile fields are optional. If you don't feel comfortable sharing your hometown or religious or political views, leave the text boxes blank.

You can keep your friends abreast of your latest contact information by filling out the text boxes in the Contact category. There are inputs for your instant messenger (IM) screen names, your mobile and land phone numbers, and your home address.

From the Relationships category, you can indicate your current relationship status—Single, In a Relationship, Engaged, Married, and so on. If you are single and looking for a relationship, you can indicate if you are interested in men or women and if you are looking for friends, casual dating, a relationship, or networking.

The Personal category, shown in Figure 10.8, allows you to enter more detailed personal information. Here you can share information about the activities you enjoy along with your favorite music, TV shows, books, and movies.

When you first signed up for Facebook, you were asked to enter your high school, college, and work information. If you need to update that information, or if you bypassed that step when getting started with Facebook, you can enter it through the Education and Work categories.

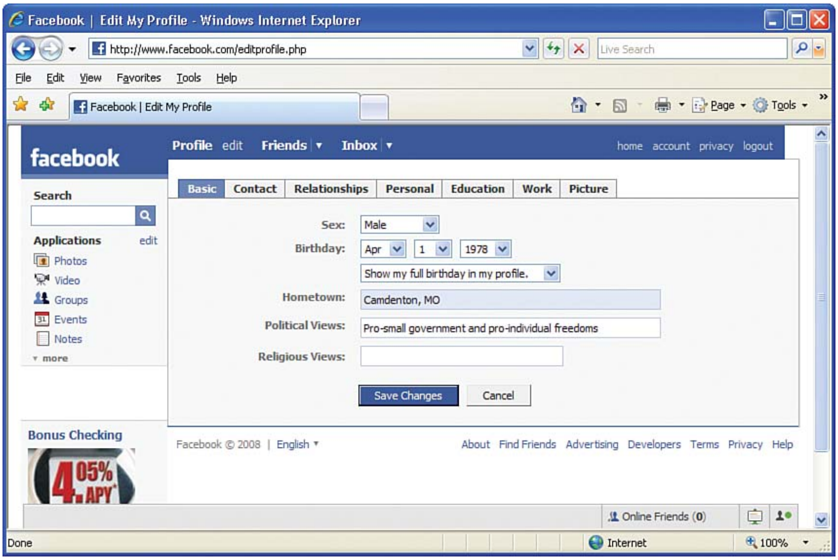


FIGURE 10.7

The Basic category prompts you for your gender, birthday, hometown, and political and religious views.

Facebook | Edit My Profile - Windows Internet Explorer

http://www.facebook.com/editprofile.php

Sex: Male

Birthday: Apr 1 1978

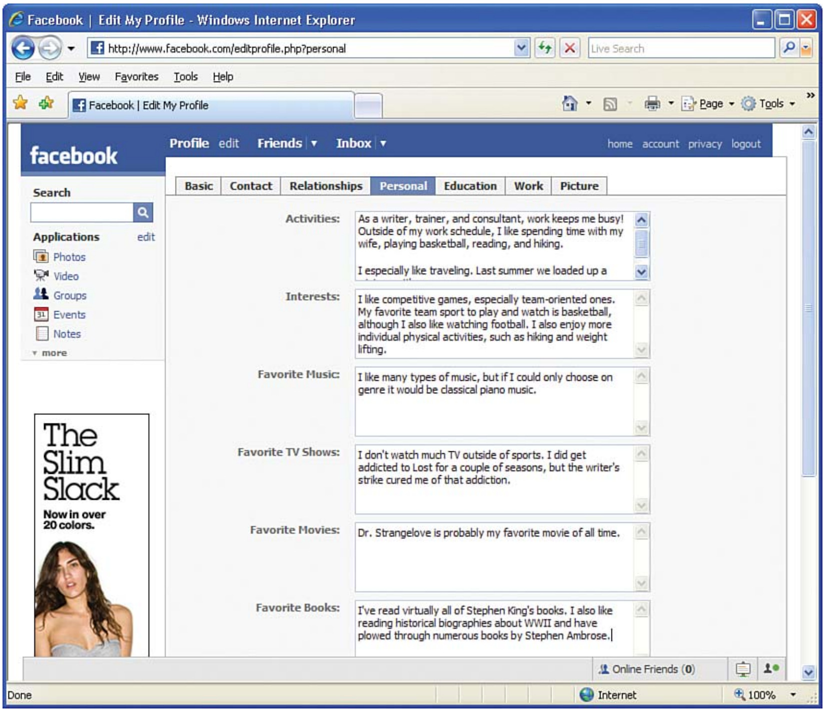
Show my full birthday in my profile.

Hometown: Camdenton, MO

Political Views: Pro-small government and pro-individual freedoms

Religious Views:

Live Search
File Edit View Favorites Tools Help
Facebook | Edit My Profile
Page
Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Basic Contact Relationships Personal Education Work Picture
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Save Changes
Cancel
Bonus Checking
4.05% APY
Facebook © 2008 | English
About Find Friends Advertising Developers Terms Privacy Help
Online Friends (0)
Done
Internet
100%


Facebook | Edit My Profile - Windows Internet Explorer
http://www.facebook.com/editprofile.php?personal
Live Search
File Edit View Favorites Tools Help
Facebook | Edit My Profile
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Basic Contact Relationships Personal Education Work Picture
The Slim Slack
Now in over 20 colors.
Online Friends (0)
Done
Internet
100%

Activities: As a writer, trainer, and consultant, work keeps me busy! Outside of my work schedule, I like spending time with my wife, playing basketball, reading, and hiking.

I especially like traveling. Last summer we loaded up a

Interests: I like competitive games, especially team-oriented ones. My favorite team sport to play and watch is basketball, although I also like watching football. I also enjoy more individual physical activities, such as hiking and weight lifting.

Favorite Music: I like many types of music, but if I could only choose on genre it would be classical piano music.

Favorite TV Shows: I don't watch much TV outside of sports. I did get addicted to Lost for a couple of seasons, but the writer's strike cured me of that addiction.

Favorite Movies: Dr. Strangelove is probably my favorite movie of all time.

Favorite Books: I've read virtually all of Stephen King's books. I also like reading historical biographies about WWII and have plowed through numerous books by Stephen Ambrose.

FIGURE 10.8

Share information about your hobbies, interests, and favorite books, TV shows, music, and movies.

The final profile category, Picture, allows you to upload an image file from your computer to use as your profile picture.

After editing your profile, click the Profile link at the top of the page to view your profile. Your profile page shows

- Your name
- Your picture
- The information you entered when editing your profile
- Your friends
- Your Mini-Feed

Your Mini-Feed summarizes your most recent activity. You can see in Figure 10.9 that I've added a couple of friends, updated my relationship status to married, and changed my profile picture.

Configuring Your Privacy Settings

Most social networking sites—including MySpace—allow any user to view another user's profile. Facebook, however, was designed with a strong emphasis on privacy. Only your friends or people in your networks can view your profile. What's more, the information displayed on your profile depends on who's viewing it. For example, only friends can see your gender, birth date, hometown, religious and political views, educational and work information, and contact information.

Facebook lets you specify what profile features are visible to what types of users. With a few clicks of the mouse, you can instruct Facebook to share your information with more people than just your friends. Alternatively, you can set up Facebook so that only certain friends can see particular sections of your profile.

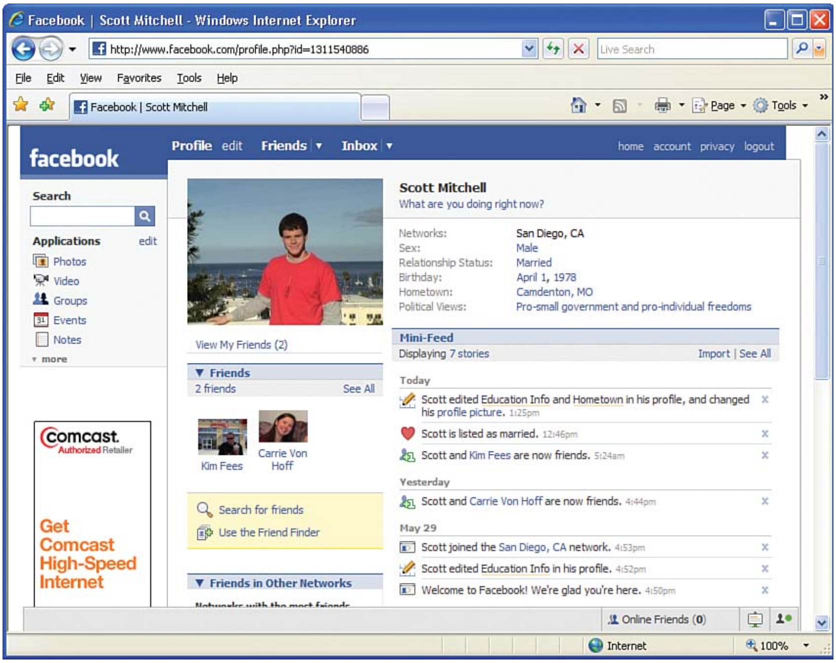
To configure these privacy settings, click the Privacy link in the top-right corner. This takes you to the Privacy page, where you can choose to configure privacy rules for your profile, for search, for your News Feed and Mini-Feed, and for your applications.

> *"With a few clicks of the mouse, you can instruct Facebook to share your information with more people than just your friends. Alternatively, you can set up Facebook so that only certain friends can see particular sections of your profile."*

Figure 10.10 shows the Profile privacy settings. The first option, titled Profile, indicates who can view your profile. This defaults to My Network and Friends, meaning that your profile is visible to your friends and everyone in your networks.

FIGURE 10.9

Your profile page lists information about you and lists the friends in your social network.


Facebook | Scott Mitchell - Windows Internet Explorer
http://www.facebook.com/profile.php?id=1311540886
Live Search
File Edit View Favorites Tools Help
Facebook | Scott Mitchell
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Comcast. Authorized Retailer
Get Comcast High-Speed Internet
View My Friends (2)
Friends
2 friends See All
Kim Fees
Carrie Von Hoff
Search for friends
Use the Friend Finder
Friends in Other Networks
Online Friends (0)
Internet
100%

Scott Mitchell

What are you doing right now?

Networks:	San Diego, CA
Sex:	Male
Relationship Status:	Married
Birthday:	April 1, 1978
Hometown:	Camdenton, MO
Political Views:	Pro-small government and pro-individual freedoms

Mini-Feed

Displaying 7 stories Import | See All

Today

Scott edited Education Info and Hometown in his profile, and changed his profile picture. 1:25pm

Scott is listed as married. 12:46pm

Scott and Kim Fees are now friends. 5:24am

Yesterday

Scott and Carrie Von Hoff are now friends. 4:44pm

May 29

Scott joined the San Diego, CA network. 4:53pm

Scott edited Education Info in his profile. 4:52pm

Welcome to Facebook! We're glad you're here. 4:50pm

You can change this setting, or any of the other privacy settings, by picking from one of the following four drop-down list options:

- My Network and Friends
- Friends of Friends
- Only Friends
- Customize

NOTE

The My Network and Friends privacy option is only present if you belong to one or more networks.

Choosing My Network and Friends makes the feature available to your friends and everyone in your network. Selecting Friends of Friends grants access to your friends and their friends. The Only Friends option limits the visibility to just your friends. Choosing Customize opens a pop-up window where you can customize the access rights further. The exact customization options depend on the privacy setting. For example, for the Basic Info option, you can exclude certain friends; for the Work Info option, you can either exclude specific friends or explicitly indicate which friends can view your work information.

NOTE

Click the Contact Information tab at the top of the page to specify privacy settings for your email address, IM screen names, and physical address. By default only friends can view your contact information.

IDEA GALLERY

http://www.animationfactory.com

ANIMATIONFACTORY

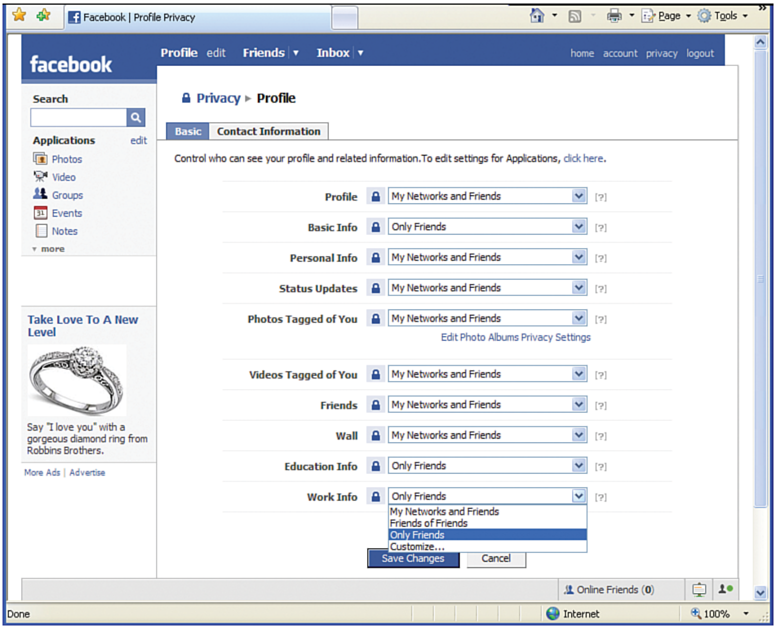
SwishShop.com

ANIMATE YOUR SITE

What if you want animations for your site but you're not a Macromedia Flash designer? Check out Animation Factory and buy animations that you can customize for your site. Some of the components require you to have Flash on your computer, so it still might not be an inexpensive proposition. If you want a cheaper alternative, download the program Swish, which creates animations as well. Most of the components and templates on www.swishshop.com were $50 and under. To purchase Swish, visit www.swishzone.com. Different products on the site will allow you to create your own animations and templates.

FIGURE 10.10

Specify what Facebook users can view you profile and other information.


Facebook | Profile Privacy
Page
Tools
facebook
Profile edit
Friends
Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Basic
Contact Information
Save Changes
Cancel
Online Friends (0)
Done
Internet
100%

Privacy ▸ Profile

Control who can see your profile and related information.To edit settings for Applications, click here.

Profile	My Networks and Friends
Basic Info	Only Friends
Personal Info	My Networks and Friends
Status Updates	My Networks and Friends
Photos Tagged of You	My Networks and Friends Edit Photo Albums Privacy Settings
Videos Tagged of You	My Networks and Friends
Friends	My Networks and Friends
Wall	My Networks and Friends
Education Info	Only Friends
Work Info	Only Friends

My Networks and Friends
Friends of Friends
Only Friends
Customize...

Take Love To A New Level

Say "I love you" with a gorgeous diamond ring from Robbins Brothers.

More Ads | Advertise

Receiving Notifications

When your friends perform certain actions on Facebook involving you, you may be sent a notification. The notifications you receive are automatically emailed to you; they are also available from your Facebook home page.

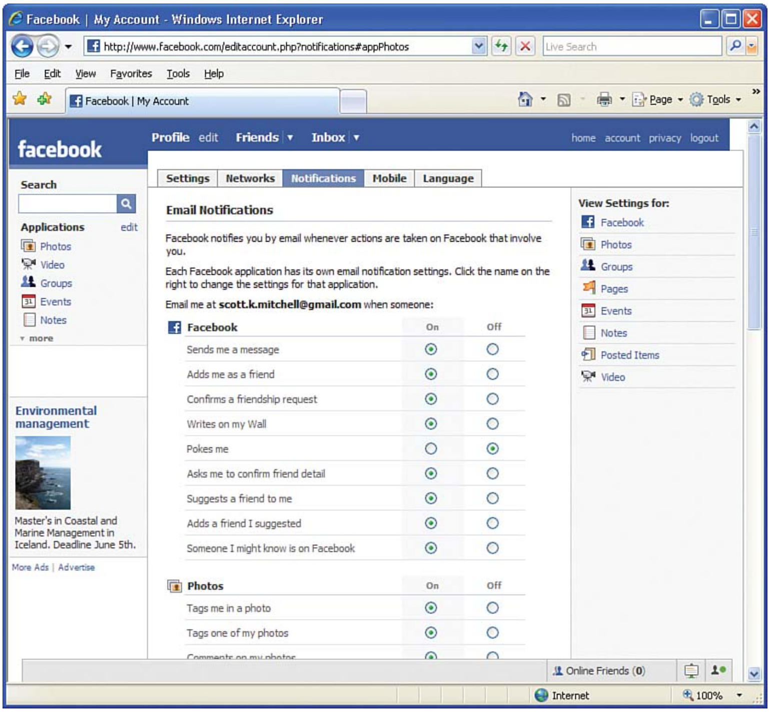
You receive a notification when someone performs any of the following actions (among others):

- Sends you a message
- Adds you as a friend
- Confirms your friendship request
- Suggests a friend to you
- Invites you to join a group
- Invites you to an event

Email notifications can quickly lead to a deluge for users with large social networks. The good news is that you can choose which actions result in an email notification. To configure these settings, click on the Account link in the upper-right corner. This displays the Account Settings page, which is broken up into four categories. Select the Notifications category. As Figure 10.11 shows, this page lists the various actions that trigger notifications. To disable an email notification for a particular action, choose the Off option.

TIP

You can also view your notifications from the Facebook website. Click the Inbox link from the top of the page and then choose the Notifications section. Here you'll find a list of all the notifications you've received and sent.


Facebook | My Account - Windows Internet Explorer
http://www.facebook.com/editaccount.php?notifications#appPhotos
Live Search
File Edit View Favorites Tools Help
Facebook | My Account
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Environmental management
Master's in Coastal and Marine Management in Iceland. Deadline June 5th.
More Ads | Advertise
Settings Networks Notifications Mobile Language
View Settings for:
Facebook
Photos
Groups
Pages
Events
Notes
Posted Items
Video
Online Friends (0)
Internet
100%

Email Notifications

Facebook notifies you by email whenever actions are taken on Facebook that involve you.

Each Facebook application has its own email notification settings. Click the name on the right to change the settings for that application.

Email me at **scott.k.mitchell@gmail.com** when someone:

Facebook	On	Off
Sends me a message	●	○
Adds me as a friend	●	○
Confirms a friendship request	●	○
Writes on my Wall	●	○
Pokes me	○	●
Asks me to confirm friend detail	●	○
Suggests a friend to me	●	○
Adds a friend I suggested	●	○
Someone I might know is on Facebook	●	○

Photos	On	Off
Tags me in a photo	●	○
Tags one of my photos	●	○
Comments on my photos	●	○

FIGURE 10.11

Configure which actions result in notifications.

Using Facebook's Applications

In addition to managing your profile and viewing your friends' profiles, you can share photos, videos, events, notes, and other content with your social network. These additional features are called ***applications*** and are a great way to keep in touch with your friends.

Let's examine the Photos application. From the Photos application, you can view and comment on the pictures in your friends' photo albums. You can also create your own photo albums and upload pictures. The Photos application, along with the other applications, is listed in the left column of every page on Facebook.

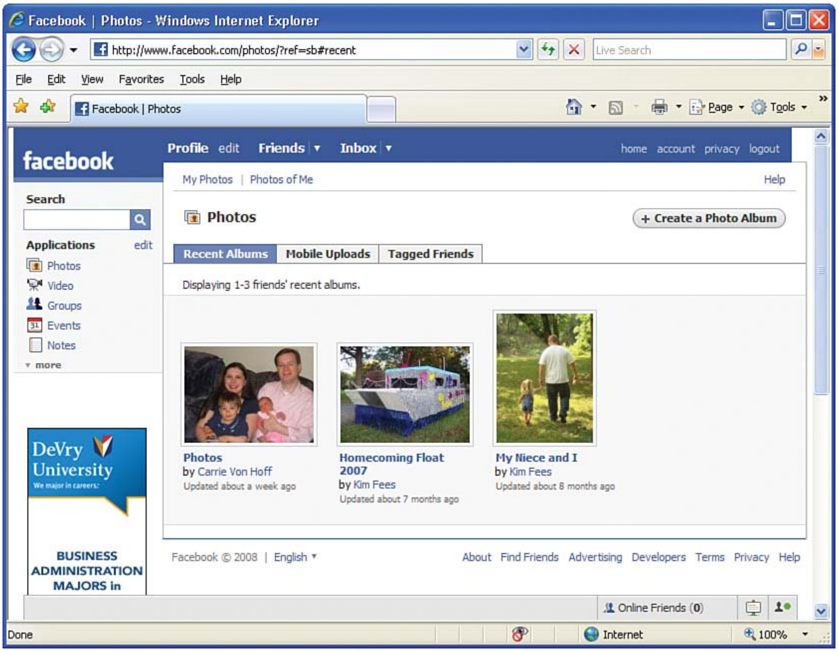
When you first visit the Photos application, you see a list of your friends' most recently created photo albums (see Figure 10.12). Click on an album to view its pictures.

To add your own photo album, click the Create a Photo Album button in the upper-right corner. This takes you to a page where you can choose your album's name and enter a location and description. You can also indicate whether the album is accessible to everyone or if it is limited to just friends, friends of friends, or your networks and friends (see Figure 10.13).

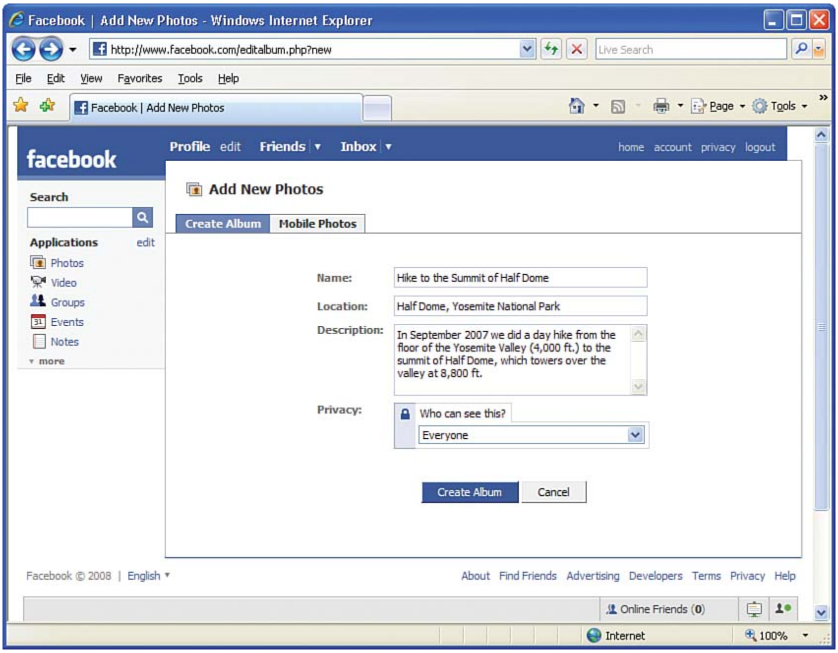
After creating your photo album, you are taken to a page where you can select which files to upload from your computer to your new album. Figure 10.14 shows my Hike to the Summit of Half Dome album, containing several uploaded pictures from the day's hike.

FIGURE 10.12

The Photos application lists your friends' photo albums.


Facebook | Photos - Windows Internet Explorer
http://www.facebook.com/photos/?ref=sb#recent
Live Search
File Edit View Favorites Tools Help
Facebook | Photos
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
DeVry University
We major in careers.
BUSINESS ADMINISTRATION MAJORS in
My Photos | Photos of Me
Help
Photos
+ Create a Photo Album
Recent Albums
Mobile Uploads
Tagged Friends
Photos
by Carrie Von Hoff
Updated about a week ago
Homecoming Float 2007
by Kim Fees
Updated about 7 months ago
My Niece and I
by Kim Fees
Updated about 8 months ago
Facebook © 2008 | English
About Find Friends Advertising Developers Terms Privacy Help
Online Friends (0)
Done
Internet
100%

Displaying 1-3 friends' recent albums.


Facebook | Add New Photos - Windows Internet Explorer
http://www.facebook.com/editalbum.php?new
Live Search
File Edit View Favorites Tools Help
Facebook | Add New Photos
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
Create Album
Mobile Photos
Create Album
Cancel
Facebook © 2008 | English
About Find Friends Advertising Developers Terms Privacy Help
Online Friends (0)
Internet
100%

Add New Photos

Name: Hike to the Summit of Half Dome

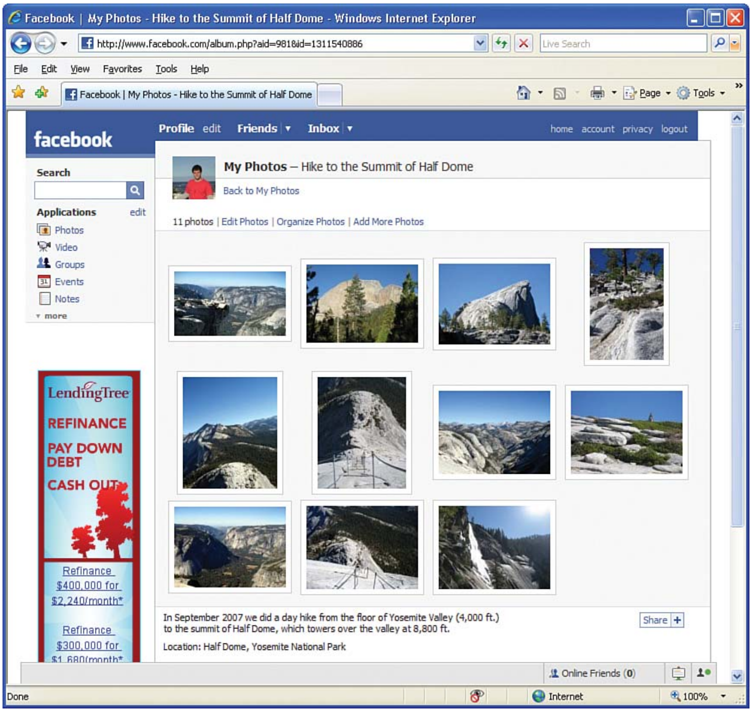
Location: Half Dome, Yosemite National Park

Description: In September 2007 we did a day hike from the floor of the Yosemite Valley (4,000 ft.) to the summit of Half Dome, which towers over the valley at 8,800 ft.

Privacy: Who can see this? Everyone

FIGURE 10.13

You can create your own photo albums.


Facebook | My Photos - Hike to the Summit of Half Dome - Windows Internet Explorer
http://www.facebook.com/album.php?aid=9818&id=1311540886
Live Search
File Edit View Favorites Tools Help
Facebook | My Photos - Hike to the Summit of Half Dome
Page Tools
facebook
Profile edit Friends Inbox
home account privacy logout
Search
Applications edit
Photos
Video
Groups
Events
Notes
more
LendingTree
REFINANCE
PAY DOWN DEBT
CASH OUT
Refinance $400,000 for $2,240/month*
Refinance $300,000 for $1,680/month*
Share
Online Friends (0)
Done
Internet
100%

My Photos – Hike to the Summit of Half Dome

Back to My Photos

11 photos | Edit Photos | Organize Photos | Add More Photos

In September 2007 we did a day hike from the floor of Yosemite Valley (4,000 ft.) to the summit of Half Dome, which towers over the valley at 8,800 ft.

Location: Half Dome, Yosemite National Park

FIGURE 10.14

After creating your photo album, upload digital pictures from your computer.

Be sure to check out Facebook's other applications: Video, Groups, Events, and Notes. Use the Video application to share home videos with other Facebook users. The Groups application is a great way to form interest groups with other Facebook members. There are countless different groups, from political groups to groups for fans of certain TV shows and sports teams. You can also start your own group.

The Events application is a useful tool for organizing and scheduling activities with your friends. The Notes application acts like a public bulletin board, where you can post notes and announcements to those in your social network.

Summary

Thanks to social networking sites like Facebook, staying connected with friends, family, and coworkers is easier today than it has ever been before. Like virtually every social networking site, Facebook allows its users to create a profile and grow their social network by denoting other Facebook users as friends. Facebook is more unique in that users' profiles are accessible only to those within the users' social networks. You can even restrict access to certain parts of your profile to specific friends. As a result, the social networks maintained within Facebook are typically smaller than those maintained in other social networking sites and are more closely knit.

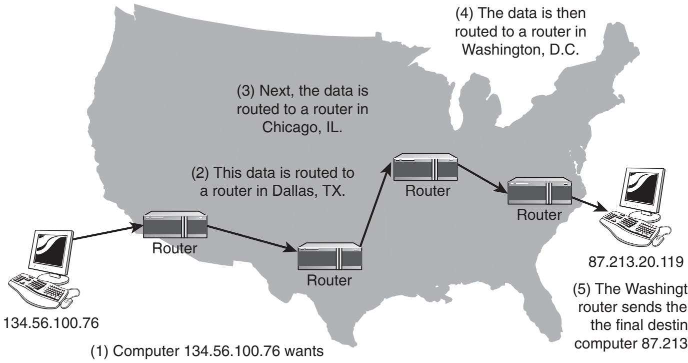
Facebook encourages its users to grow their social networks by finding other users who graduated from the same high schools or colleges, who work at the same companies, or who live in the same towns. For instance, when you set up your account, Facebook prompts you for your educational background and place of work. It then lists other Facebook users who attended those schools or who share that place of employment and lets you add them as friends. You can also search for potential friends by importing your email address book or AOL Instant Messenger (AIM) Buddy List.

After you establish your social network, you can share many types of content, including your profile and the profiles of your friends, which provide general information, contact information, and education and work history. You can also view and share photos, videos, events, and notes within your social network.

This page intentionally left blank

CHAPTER 11

Bonus Material


Router
Router
Router
Router
134.56.100.76
87.213.20.119

(1) Computer 134.56.100.76 wants to send some data over the Internet to computer 87.213.20.119. The data is first sent to a router in San Diego.

(2) This data is routed to a router in Dallas, TX.

(3) Next, the data is routed to a router in Chicago, IL.

(4) The data is then routed to a router in Washington, D.C.

(5) The Washington, D.C. router sends the data to the final destination, computer 87.213.20.119.

When writing this book, I wanted to focus on the task at hand: showing how to easily create your own websites by customizing provided templates using SeaMonkey Composer. There were some peripheral topics that I wanted to include but felt that their inclusion into the book's text detracted from its main purpose. Instead, these tangents are presented here. There are also bonus templates available on the book's CD.

This bonus chapter contains three sections:

- **HTML—The Language of Web Pages**—Although Composer makes creating and editing web pages as simple as editing or creating a document with a word processor, underneath the covers Composer is generating pages. This section provides a discussion on HTML and its purpose.
- **Understanding How the Internet Works**—To visit a website, all you have to do is enter the site's name into your browser's Address window. But how does your computer, based on a website name alone, know how to get the specified web page from the appropriate web server? This section examines how Internet-connected computers are addressed and how special computers called ***DNS servers*** act as a phone book on the Internet, tying domain names to web server addresses.
- **Optimizing Your Digital Pictures**—Many digital cameras take high-resolution photographs that are often far too large in both dimensions and file size for downloading from the web. After taking images from a digital camera, you'll likely want to resize the images to a smaller dimension before uploading them to your website. This section discusses some important digital picture terminology and shows you how to resize those large image files.

As with the rest of the book, if you have any comments or questions regarding the bonus material, send me an email at mitchell@4GuysFromRolla.com.

HTML—The Language of Web Pages

Whenever you navigate to a web page through a web browser, the browser requests the page from the appropriate web server and displays the retrieved page. Recall that the web page is nothing more than a file on the web server. The file's contents describe how the page should display in the browser.

> *"A web page defines how it is to display using a markup language called Hypertext Markup Language, or HTML."*

Specifically, a web page defines how it is to display using a markup language called ***Hypertext Markup Language***, or ***HTML***. HTML uses ***tags*** to indicate formatting. For example, the ***bold tag***, denoted <b>, indicates that its inner text should be displayed in a bold font. The ***italic tag***, <i>, indicates that its inner text should be displayed in italic. Given the following HTML in a web page, Figure 11.1 shows what would be displayed in a web browser.

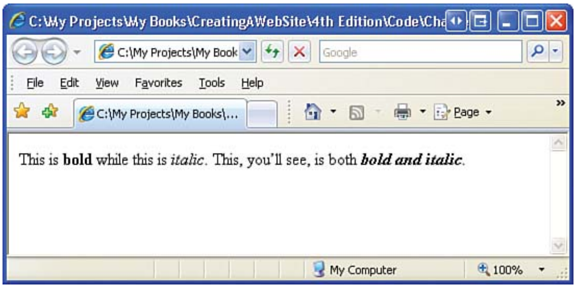
```
This is <b>bold</b>
while this is <i>italic</i>.
This, you'll see, is both <b><i>bold and
italic</i></b>.
```

The important thing to realize is that every web page you visit with your browser is composed of HTML. It is this markup that describes how to display the web page in your browser.

When you visit a web page through a web browser, you can view the web page's HTML. In Internet Explorer, go to the View menu and then choose the Source option; if you are using the SeaMonkey browser, click on the View menu and choose the Page Source menu option. This will display the web page's HTML content. To fully appreciate how complex this HTML can become, take a moment to visit Kellogg's website at www.kelloggs.com. This website, shown in Figure 11.2, is fairly simple looking, but the HTML required to display this page is daunting. Listing 11.1 lists only a portion of the HTML for Kellogg's home page.

FIGURE 11.1

HTML specifies how content should be formatted.


C:\My Projects\My Books\CreatingAWebSite\4th Edition\Code\Cha
C:\My Projects\My Book
Google
File
Edit
View
Favorites
Tools
Help
C:\My Projects\My Books\...
Page
My Computer
100%

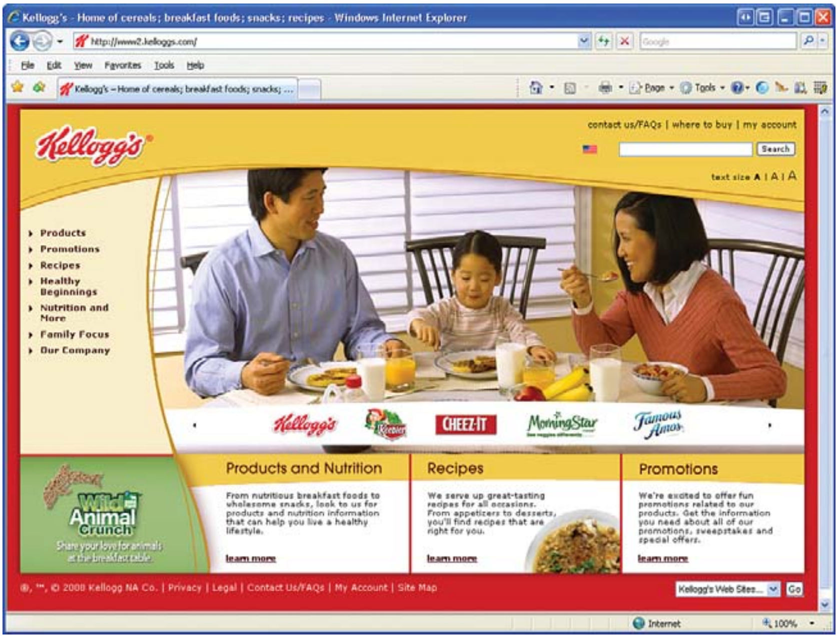
This is **bold** while this is *italic*. This, you'll see, is both ***bold and italic***.

Listing 11.1 A Portion of the HTML Markup for Kellggs Home Page

```
        <body id="home">
                <div id="wrapper">

<div id="header">
        <a href="/"><img
src="/images/logo_kelloggs.gif" alt="Kel-
logg's" border="0" id="logo-kelloggs"></a>
        <p id="nav-utility"><a href="/Contac-
tUs.aspx">contact us/FAQs</a> | <a href="/prod-
uct/wheretobuy.aspx?mtcPromotion=W2B%3EUtility
Nav" title="Where to buy Kellogg
products">where to buy</a> | <a
href="https://myaccount.kelloggcompany.com/MyA
ccountLogin.aspx" target="_blank">my
account</a><!— | <a href="http://www.kellog-
gsenespanol.com/"
target="_blank">espa&ntilde;ol</a> —></p>
        <div id="search-global">
                <form
action="/Search/Search.aspx?langtype=1033"
method="post">
                        <p>
                              <input
type="text" name="keywords" class="text">
<input type="submit" value="Search"
class="button">
                        </p>
                </form>
        </div> <!— #search-global —>
</div> <!— #header —>
...
                         <div
id="splash"><noscript><img alt="Home Page
Image A No Ribbon" src="/uploadedImages/Kel-
logg/Home/LargeImages/Home-Image-No-White-
A.jpg" /></noscript>

                        </div> <!— #splash —>
                        <br class="clear">
                        <div
id="content_main"><div id="feature"><a
onclick="MonitorFlash('HomePage:Promotion:WACF
eature', 'HomePage:Promotion:WACFeature')"
href="http://www.wildanimalcrunch.com/" tar-
get="_blank"><img title="Wild Animal Crunch"
height="148" alt="Wild Animal Crunch"
src="/uploadedImages/Kellogg/Home/HomeProm_Wil
dAnimal.jpg" width="236" border="0"
/></a></div>

<div id="products">
<h1 class="heading"><a href="/product/prod-
uct.aspx">Products and Nutrition</a></h1>

<p class="promocopy">From nutritious breakfast
foods to wholesome snacks, look to us for
products and nutrition information that can
help you live a healthy lifestyle.</p>
...
```

FIGURE 11.2

The Kellogg's website home page.


Kellogg's - Home of cereals; breakfast foods; snacks; recipes - Windows Internet Explorer
http://www2.kelloggs.com/
File Edit View Favorites Tools Help
Kellogg's – Home of cereals; breakfast foods; snacks; ...
Page Tools
contact us/FAQs | where to buy | my account
Search
text size A | A | A
Products
Promotions
Recipes
Healthy Beginnings
Nutrition and More
Family Focus
Our Company
Products and Nutrition
Recipes
Promotions
learn more
Wild Animal Crunch
Share your love for animals at the breakfast table
®, ™, © 2008 Kellogg NA Co. | Privacy | Legal | Contact Us/FAQs | My Account | Site Map
Kellogg's Web Sites...
Go
Internet
100%

From nutritious breakfast foods to wholesome snacks, look to us for products and nutrition information that can help you live a healthy lifestyle.

We serve up great-tasting recipes for all occasions. From appetizers to desserts, you'll find recipes that are right for you.

We're excited to offer fun promotions related to our products. Get the information you need about all of our promotions, sweepstakes and special offers.

This HTML represents only a small percentage of the entire HTML markup for Kellogg's hom page! Clearly, having to write the HTML for a web page by hand is not an easy task. With tools like Composer, you can specify the formatting and appearance of a web page just like you would with a word processor such as Microsoft Word. When you create or modify a web page with Composer, it automatically generates the HTML for you based on the text, images, and formatting you add to the page.

NOTE

If you are interested in learning the actual markup language of web pages—HTML—consider picking up a copy of *Sams Teach Yourself HTML & XHTML in 24 Hours* (ISBN 0-672-32520-9).

Understanding How the Internet Works

In Chapter 2, "Creating a Website," you learned of the steps necessary for making the web pages you create accessible to anyone with a connection to the Internet. Recall that you need to host your site with a web host provider, which will make your website content available on a computer that has a direct and persistent connection to the Internet.

Although Chapter 2 covered the steps you need to take to get started publishing your website content, it didn't delve into the specifics of how a web host provider makes your website available to all. Nor did it examine the sequence of steps that happen when a visitor enters your website's URL into her browser's Address bar. This bonus material explores these areas. With a deeper understanding of how the Internet works, you'll not only better understand *why* you need a web host provider to create a publicly accessible website, but you'll also be able to impress all of your friends and family with your knowledge on this topic!

The secret to understanding how the Internet functions is to realize that the Internet is a lot like the U.S. Postal Service. In the next two sections, you'll see how the postal service works and how the Internet's functionality mirrors that of the postal service.

Examining How the Postal Service Works

The U.S. Postal Service allows individuals to send a piece of mail to any address in the world. To send a piece of mail, you must do two things:

1. Specify the address to which the mail is to be sent.
2. Drop off the mail at a post office or in a mailbox.

Imagine that you want to send a postcard from your vacation in San Diego, California to your friend in Albany, New York. You'd first need to write the address of your friend on the postcard: Let's say it's 123 Elm Street, Albany, NY 12201. Then, you drop the postcard in a mailbox.

Sometime later that day, a postal employee will drop by the mailbox, pick up the postcard, and take it back to the post office. Your postcard will get sorted with other incoming mail and will be placed in a box with other mail that's addressed to residents east of California.

The next day a mail truck will take the postcard from the San Diego post office up north to the Los Angeles post office. There, the postcard might travel by plane to the post office in New York City, New York, USA, 12201. From there, a postal truck will take the postcard up to the Albany post office. Finally, a postal employee in the Albany post office will deliver the mail to your friend's home.

As shown in Figure 11.3, the delivery of mail from San Diego to Albany travels through a number of post offices. What is important to realize is that oftentimes a letter passes through many post offices before reaching its final recipient.

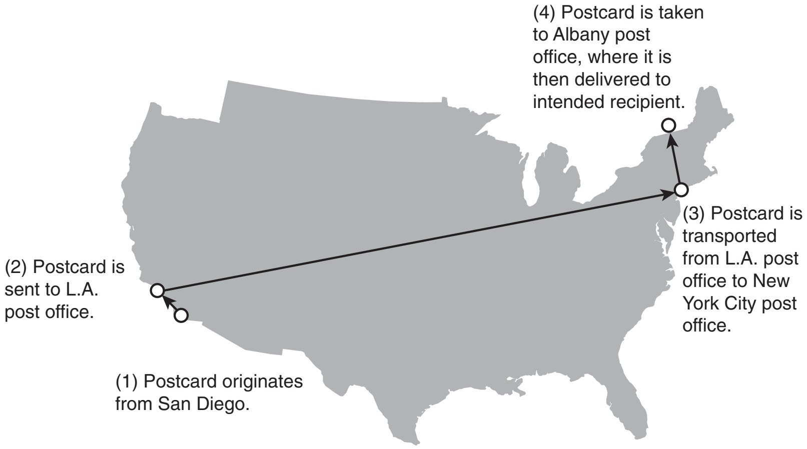
In summary, the U.S. Postal Service has post offices all around the world. A piece of mail is delivered by the sender dropping off an addressed piece of mail to one of these post offices. The piece of mail is then routed through various post offices and finally is delivered directly to the addressed recipient.

The Internet as a Virtual Postal Service

The Internet is setup in a similar fashion to the U.S. Postal Service. The post office can only deliver mail to locations that have a unique address. For postal mail, the address is usually a combination of country, zip code, state or province, street address, and possibly an apartment or suite number. Computers on the Internet are uniquely identified by an ***IP address***.

FIGURE 11.3

Mail travels through many post offices on its way to Albany.


(4) Postcard is taken to Albany post office, where it is then delivered to intended recipient.
(3) Postcard is transported from L.A. post office to New York City post office.
(2) Postcard is sent to L.A. post office.
(1) Postcard originates from San Diego.

NOTE

An *IP address* is a series of four numbers, where each number is between 0 and 255. An example of an IP address is *45.102.3.211*. The *IP* in IP address stands for Internet Protocol, which, among other things, specifies how computers are addressed on the Internet.

Recall that the postal service has post offices established around the globe to route mail across this planet as needed. The Internet analogy to post offices is ***routers***. Routers are specialized computers that do nothing but route Internet traffic from an initial sender to a final receiver. In traversing the Internet, data might travel through upward of 20 routers before reaching its final destination.

Figure 11.4 depicts the path a web page might take when being sent from a web server in San Diego with IP address 134.56.100.76 to your personal computer in Washington, D.C. with IP address 87.213.20.119. Note the similarities between Figures 11.3 and 11.4.

What About Domain Names?

In Chapter 1, “Creating Your First Web Page,” we discussed that a website is uniquely identified by a ***domain name***, which looks something like www.SomeName.com, or www.SomeOtherName.org. However, just a few paragraphs ago, I said that computers on the Internet are addressed by an IP address, which has the form XXX.XXX.XXX.XXX, where XXX is a number between 0 and 255. You might rightfully be wondering what relationship there is between domain names and IP addresses.

Recall from Chapter 1 that a website is a collection of web pages that are hosted on a ***web server***. A web server is an Internet-connected computer that does nothing other than wait to serve up web pages to requesting web browsers. Since the web server is connected to the Internet, it must be uniquely identified by some IP address.

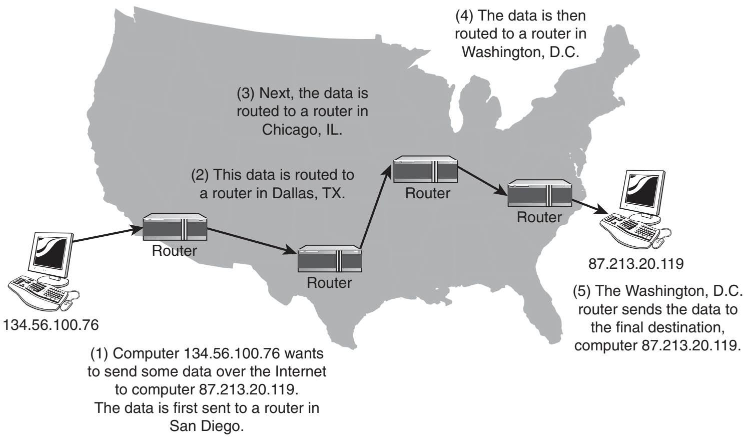

(4) The data is then routed to a router in Washington, D.C.
(3) Next, the data is routed to a router in Chicago, IL.
(2) This data is routed to a router in Dallas, TX.
Router
Router
Router
Router
87.213.20.119
(5) The Washington, D.C. router sends the data to the final destination, computer 87.213.20.119.
134.56.100.76
(1) Computer 134.56.100.76 wants to send some data over the Internet to computer 87.213.20.119. The data is first sent to a router in San Diego.

FIGURE 11.4

Internet traffic travels through routers in its trip from sender to receiver.

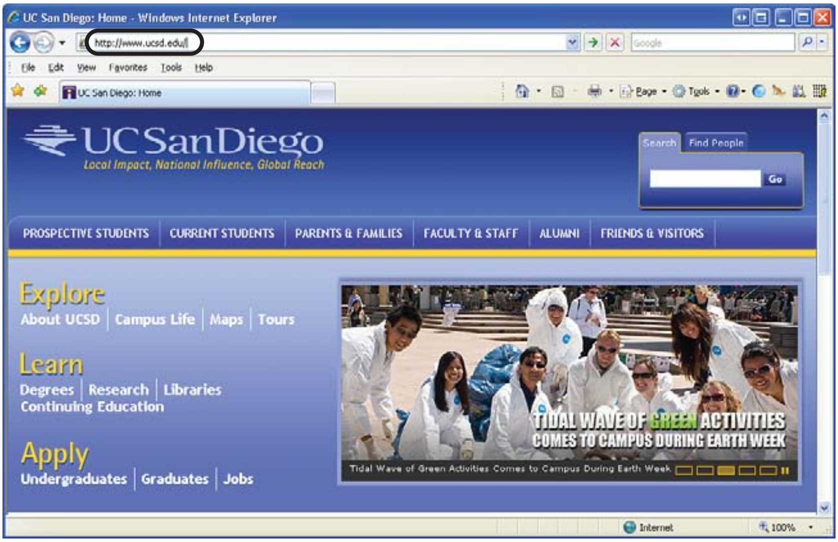
In fact, you can visit a website by typing its web server's IP address into your browser's Address bar. For example, I can visit the website of my Alma matter—the University of California, San Diego—by either typing in the domain name—**www.ucsd.edu**—or its associated IP address—**132.239.180.101**. Figures 11.5 and 11.6 illustrate that using either the domain name or the IP address takes me to the same website.

Now, imagine that the only way to access a website was by entering in its IP address. Do you think you could remember the IP address for more than just one or two websites? If you called your parents on the phone and wanted to tell them about the new family website you and your wife were starting, do you think your parents would remember the website IP address if you said, "Just visit 64.123.99.7."?

The IP addressing system was designed with computers in mind. Computers work very well with numbers. Humans, however, remember words and phrases much better. Therefore, to make website addresses more memorable, a ***domain name system*** was established.

FIGURE 11.5

The UCSD website, visited by entering its domain name.



UC San Diego: Home - Windows Internet Explorer
http://www.ucsd.edu/
File Edit View Favorites Tools Help
UC San Diego: Home
Page Tools
UCSanDiego
Local Impact, National Influence, Global Reach
Search Find People
Go
PROSPECTIVE STUDENTS
CURRENT STUDENTS
PARENTS & FAMILIES
FACULTY & STAFF
ALUMNI
FRIENDS & VISITORS
Explore
About UCSD | Campus Life | Maps | Tours
Learn
Degrees | Research | Libraries
Continuing Education
Apply
Undergraduates | Graduates | Jobs
TIDAL WAVE OF GREEN ACTIVITIES
COMES TO CAMPUS DURING EARTH WEEK
Tidal Wave of Green Activities Comes to Campus During Earth Week
Internet
100%

NOTE

The *domain name system*, or DNS, is a very big telephone book-like listing. In this big telephone book are the names of all registered domain names. Next to each domain name is the IP address associated with the website's web server. When you type a domain name into your web browser's Address bar, your browser first looks up the IP address of the domain name in that big telephone book. When it finds the IP address, it then makes its request to the web server.

This big telephone book listing that maps domain names to IP addresses is maintained on a number of servers across the Internet. These servers are known as *DNS servers*. When a computer is first configured to access the Internet, one step includes specifying the IP address for the DNS server to use to look up the IP addresses for domain names.

Figure 11.7 shows the sequence of steps your web browser actually goes through when you type the domain name of a website into the Address bar.

Armed with a better understanding of how the Internet works, hopefully it is becoming clearer as to what steps are needed to create a public website, and why. To have others be able to view your web pages from their computers, you need to copy your web pages to a computer that has a persistent connection to the Internet. This is done by finding a ***web host provider***, a company that offers such services. Next, you'll probably want to create a domain name for the site, which, as we saw in Chapter 2, can be accomplished by leasing a domain name with any domain name registrar, such as Go Daddy. When registering the domain name you'll need to configure the domain name, to point to your web server. Finally, you'll need to upload your web pages from your computer to the web server.

This concludes the examination of how the Internet works. The next section examines how to optimize the digital pictures you show on your website.

FIGURE 11.6

Visiting the UCSD website by IP address.

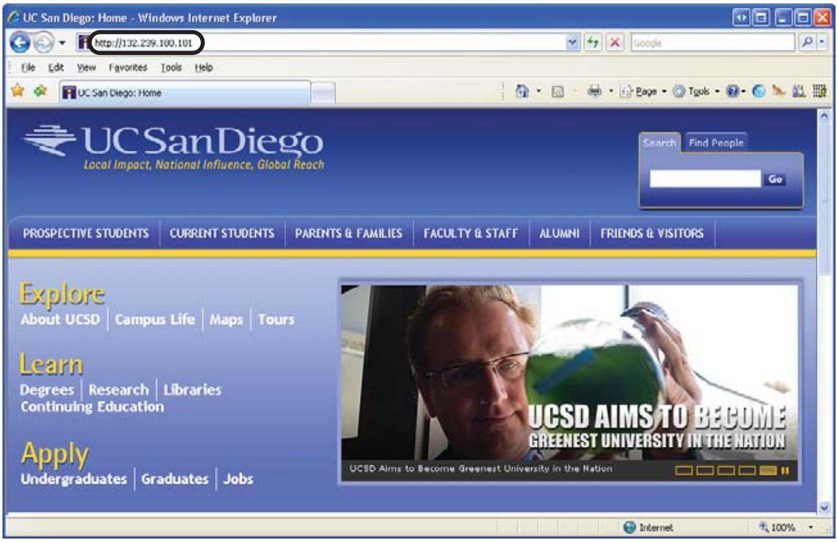
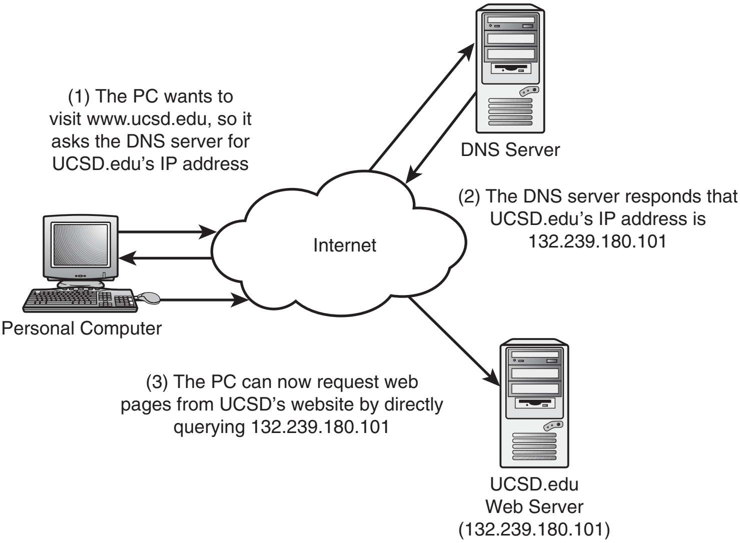

UC San Diego: Home - Windows Internet Explorer
http://132.239.180.101
Google
File Edit View Favorites Tools Help
UC San Diego: Home
Page Tools
UCSanDiego
Local Impact, National Influence, Global Reach
Search
Find People
Go
PROSPECTIVE STUDENTS
CURRENT STUDENTS
PARENTS & FAMILIES
FACULTY & STAFF
ALUMNI
FRIENDS & VISITORS
Explore
About UCSD | Campus Life | Maps | Tours
Learn
Degrees | Research | Libraries
Continuing Education
Apply
Undergraduates | Graduates | Jobs
UCSD AIMS TO BECOME
GREENEST UNIVERSITY IN THE NATION
UCSD Aims to Become Greenest University in the Nation
Internet
100%

FIGURE 11.7

A DNS server is consulted to discover the IP address for a given domain name.


(1) The PC wants to visit www.ucsd.edu, so it asks the DNS server for UCSD.edu's IP address
DNS Server
(2) The DNS server responds that UCSD.edu's IP address is 132.239.180.101
Internet
Personal Computer
(3) The PC can now request web pages from UCSD's website by directly querying 132.239.180.101
UCSD.edu
Web Server
(132.239.180.101)

Optimizing Your Digital Pictures

In Chapter 3, "Creating a Family/Personal Website," you learned how to customize the website templates by adding your own digital images. With today's technology, adding a digital image is as simple as taking a picture with a digital camera or scanning a printed image with a scanner. In either case, the resulting digital image may not be ideal—it may be too wide or too tall, or it might be a very large file, which will increase the amount of time it takes for your visitors to load your website's pages. Fortunately, optimizing your digital images is relatively straightforward, as you'll see in this section.

When talking about digital images, there are a couple of units of measurement that are essential to understand:

- The image's file size
- The image's width and height

Like any file in a computer, a digital image has a ***file size***. The file size specifies how much space the image takes up on the computer's hard drive. The larger an image file is the longer it takes for visitors to download it.

In addition to its file size, a digital image has a certain width and height. For digital images, the width and height are measured in a unit called ***pixels*** rather than in inches or centimeters. There is no direct translation from pixels to inches, or vice versa because a given image's height and width in inches varies on the computer monitor being used to view the image. That is, even though an image might be 200 pixels wide by 150 pixels high, one person's computer monitor might show the image as 3 inches by 2 inches, while another's might show the same image as 3.5 inches by 2.75 inches.

> ***"Because the physical dimensions and resolution can differ from monitor to monitor, there's no universal translation from pixels to inches or the other way around."***

This discrepancy is due to a number of factors. First, monitors vary in height and width from one another. For example, my laptop screen is 18" wide and 14" high, while my desktop computer's monitor is 21" wide by 19" high. Furthermore, monitors can run at different ***resolutions***.

NOTE

A computers monitor's resolution indicates how many pixels are displayed horizontally and vertically. Common resolutions are 640×480, 800×600, 1024×768, 1280×1024, and 1600×1200.

Because the physical dimensions and resolution can differ from monitor to monitor, there's no universal translation from pixels to inches or the other way around.

When displaying digital images online, both the image's file size and height and width can impact the user's viewing experience. Digital images with a large file size can take an extraordinarily long time to download, especially over slower dial-up connections.

Therefore, if your website has numerous large digital images shown on a particular page, it may take tens of seconds, if not minutes, for users to be able to view all of the pictures.

The image's height and width are important too. If the image is larger than 640 pixels wide by 480 pixels high, for users whose monitors are at the 640×480 resolution, the image will be larger than the browser window, meaning they'll have to scroll vertically or horizontally to view all parts of the image. Also, if you are displaying many images in a page in a storyboard-like format, exceptionally wide or tall images can make the web page look crowded and hard to read and enjoy.

TIP

An image's file size and width and height are correlated. That is, images with a smaller width and height typically have a smaller file size. Therefore, by making your images less wide and tall, you'll be making the file's image size smaller too, which decreases the amount of time it will take your visitors to download your images.

Resizing Digital Images

Depending on the quality of digital camera you own, the digital images saved by the camera might be quite large in both their height and width and their file size. More often than not, you'll want to resize these images so that they're smaller both in file size and in their dimensions.

There are a number of software tools that can be used to resize a digital image. If you own a digital camera, chances are it came with such a program. If you do not own a digital camera, or if your camera did not come with such software, you can either download the appropriate software or use online tools to resize images.

TIP

A good, free software program for resizing digital images is IrFanView, which is available for download at its website, *www.irfanview.com*.

There are also websites online that will resize images for you. For example, at *www.shrinkpictures.com* there's an image resize tool. The resizing occurs by selecting an image from your computer, which is then uploaded to their web server and automatically resized. You are then shown the resized image in your browser and can save it back to your computer's hard drive.

Let's take a look at resizing an image using the image resize tool at www.shrinkpictures.com. Figure 11.8 shows a digital image I took of my dog Sam at Glacier National Park. My digital camera saves its photo at a rather high resolution—2816 pixels wide by 2112 pixels high. Also, the image clocks in at over 880 **kilobytes**.

NOTE

A *kilobyte*, often abbreviated *KB*, is a common unit of measurement for computer files—one kilobyte is approximately 1,000 bytes. To put things into perspective, dial-up users can optimally download about 56 kilo*bits* per second. There are 8 bits per byte, so a 56kbps modem can download around 7 kilobytes per second. Therefore, a 880KB file would take over two minutes to download on a dial-up connection! This is why it's important to resize your large digital images.

Let's look at how to resize this image to a more acceptable height and width. Start by visiting www.shrinkpictures.com. This web page, shown in Figure 11.9, prompts you to select an image to upload for resizing along with the desired size of the new image.

Click the Browse button to select a file from your computer's hard drive. Next, pick the new maximum image dimensions. For this picture, let's resize it to a maximum of 350 pixels wide. You can optionally apply grayscale or sepia effects and adjust the image quality.

After you choose the file to resize and configure the options, click the Resize button.

FIGURE 11.8

A picture of Sam (taken with a digital camera).

NOTE

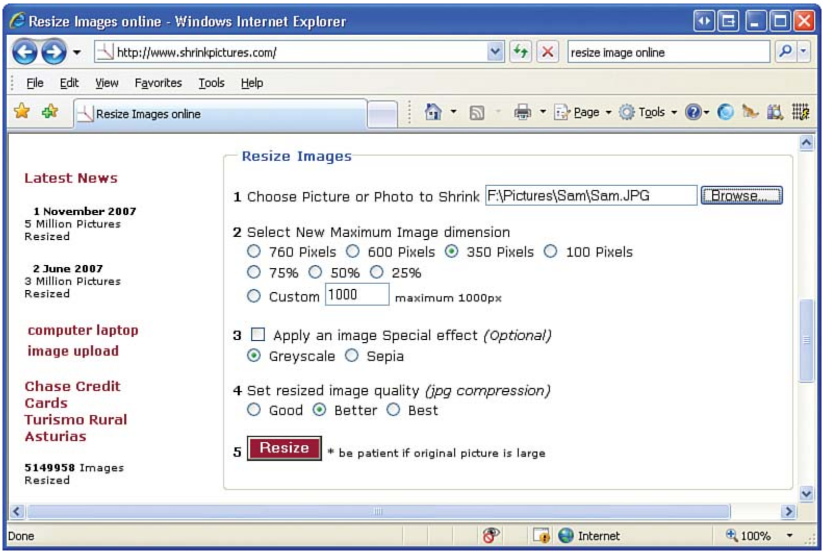
Clicking the Upload Image button will cause the image to be uploaded from your computer to the web server. If you are connecting over a dial-up connection, this could take upward of two minutes! Therefore, resizing large images online is only an option for those who have a broadband connection or much patience. If you have a dial-up connection, consider downloading and using IrFanView to resize your images.

After clicking Resize, you are taken to a page that displays the resized image along with additional information (see Figure 11.10). Click the Download This Picture Now link to save the resized image to your hard drive.

When you plan on displaying digital images from your digital camera or scanner on your website, be sure to take a few minutes to first optimize these images. It will make your site look better to have properly sized images and will improve your visitors' experience by decreasing the time it takes for them to fully download your web pages.

FIGURE 11.9

The ShrinkPictures.com website helps you resize your digital images.



http://www.shrinkpictures.com/

resize image online

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2 June 2007
3 Million Pictures Resized

computer laptop
image upload

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Turismo Rural Asturias

5149958 Images Resized

Resize Images

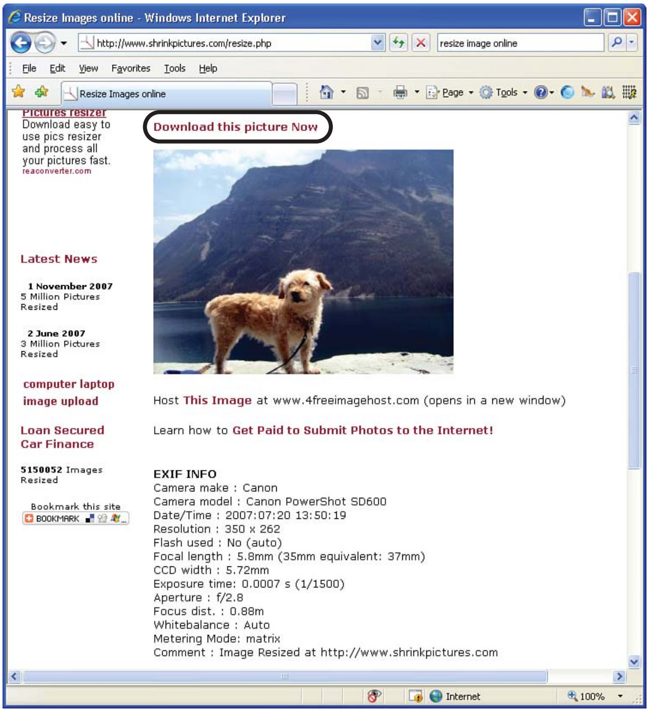
1 Choose Picture or Photo to Shrink F:\Pictures\Sam\Sam.JPG

2 Select New Maximum Image dimension
○ 760 Pixels ○ 600 Pixels ● 350 Pixels ○ 100 Pixels
○ 75% ○ 50% ○ 25%
○ Custom 1000 maximum 1000px

3 ☐ Apply an image Special effect *(Optional)*
● Greyscale ○ Sepia

4 Set resized image quality *(jpg compression)*
○ Good ● Better ○ Best

5 Resize * be patient if original picture is large


Resize Images online - Windows Internet Explorer
http://www.shrinkpictures.com/resize.php
resize image online
File
Edit
View
Favorites
Tools
Help
Resize Images online
Page
Tools
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BOOKMARK
Internet
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computer laptop
image upload

Loan Secured
Car Finance

5150052 Images Resized

Host This Image at www.4freeimagehost.com (opens in a new window)

Learn how to Get Paid to Submit Photos to the Internet!

EXIF INFO
Camera make : Canon
Camera model : Canon PowerShot SD600
Date/Time : 2007:07:20 13:50:19
Resolution : 350 x 262
Flash used : No (auto)
Focal length : 5.8mm (35mm equivalent: 37mm)
CCD width : 5.72mm
Exposure time: 0.0007 s (1/1500)
Aperture : f/2.8
Focus dist. : 0.88m
Whitebalance : Auto
Metering Mode: matrix
Comment : Image Resized at http://www.shrinkpictures.com

FIGURE 11.10

The image has been resized to 350×262 pixels.

Summary

In this chapter, you learned that web pages are, in fact, composed of a markup language called HTML. While editors like Composer make creating and editing web pages a breeze, under the covers they are really creating and editing HTML documents. You also learned about how the Internet works, how each computer on the Internet is assigned an IP address, and how routers on the Internet direct traffic much like post offices do with mail. Additionally, the Internet contains a number of DNS servers, which provide a mapping from domain names to IP addresses. These DNS servers allow you to associate a domain name, like www.msn.com, with an IP address.

This chapter also examined techniques for optimizing your digital images. If you plan on displaying pictures you took with a digital camera or ones that you created by using a scanner, it behooves you to first optimize these images to ensure that they have ideal dimensions and file sizes. By optimizing your images you ensure your visitors will have a more enjoyable experience at your website.

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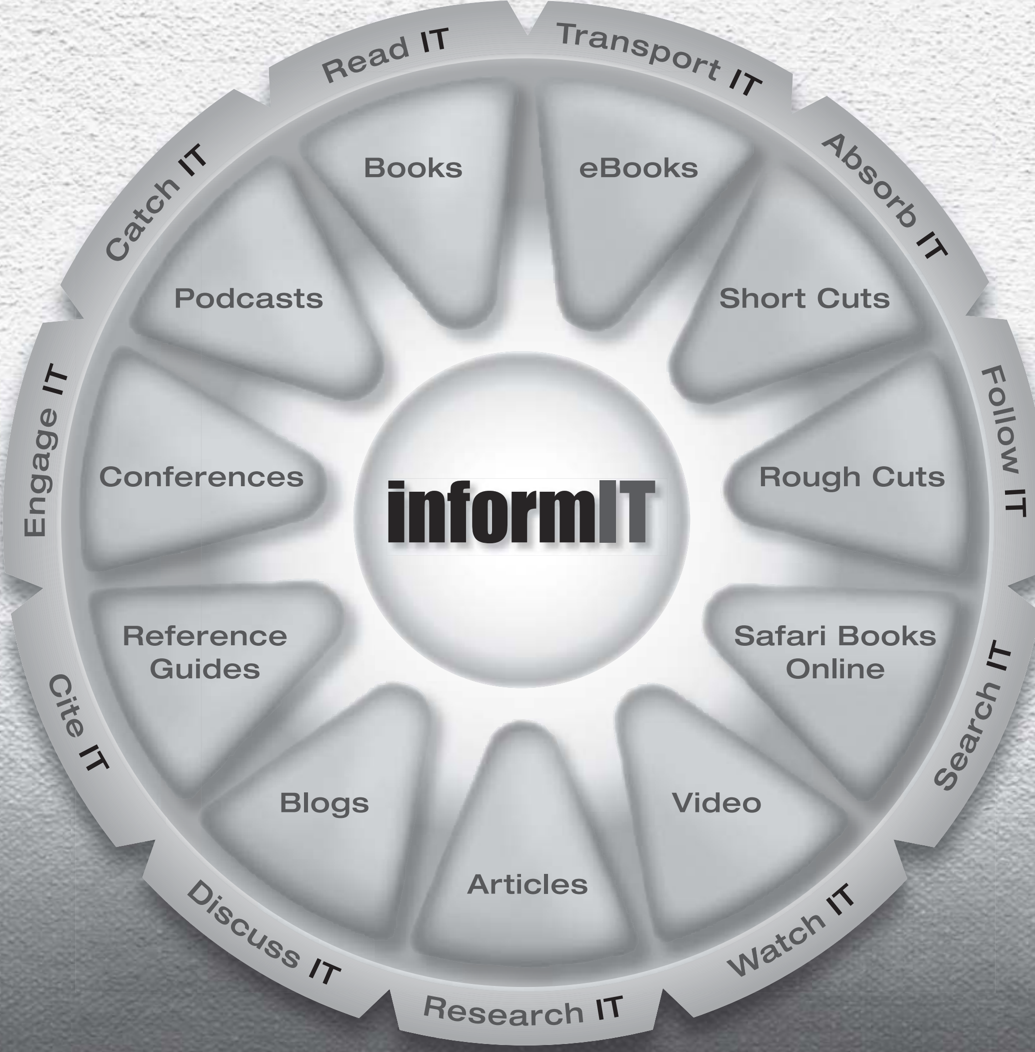

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2. From the Windows desktop, double-click the My Computer icon.
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